

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

**Present:-**

Councillor Copeland in the Chair

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

**Also in Attendance:-**

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

## **Apologies for Absence**

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

## **Minutes of the Last Meeting of the Committee held on 13<sup>th</sup> April, 2010**

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

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

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

It was:-

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

## **Declarations of Interest**

There were no declarations of interest made.

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

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

(For copy report – see original minutes).

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

- i) to agree a maximum of six priorities to include Responsive Local Services, to form the basis of the 2010/11 Work Plan (Members were asked to agree to focus the efforts of the Committee on the Local Area Plan priorities where they believed it could make a real difference);

- ii) identify and agree a Lead Agent for each priority action;
- iii) agree to establish a 'Local Task and Finish' group per priority action, where relevant, to include elected Members and partners, to support the Lead Agent in delivering against the priority; and
- iv) agree to receive regular updates on progress in implementing all the priorities identified in the Sunderland North Local Area Plan.

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

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

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

The votes cast were as follows:-

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

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

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

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

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

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

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

(Signed) R. COPELAND,  
Vice Chairman.

## **Sunderland North Area Committee**

**22<sup>nd</sup> July 2010.**

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

#### **Community Action in the North – Identifying New Issues and Agreeing Actions (2010/11 Work Plan)**

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

- 1.1. At its meeting in April 2010, the Committee agreed the report 'Towards a new work plan', which discussed and agreed the principle of up to six priorities, to include Responsive Local Services, to form the 2010-11 work plan. Area Committee then further discussed those priorities at its meeting of the 28<sup>th</sup> June 2010.
- 1.2. In addition to discussing the new work plan and priorities, Area Committee also agreed new governance processes which have resulted in a new agenda format which allows the Area Committee to identify links between issues and activity. This process provides robust data and evidence with regard to issues, performance management information and streamlines the reporting processes.
- 1.3. The Community Leadership Programme has also consolidated this approach by working with Members to embed mechanisms which improve their capacity to operate as effective community leaders developing a longer term vision for their area and promoting quality of life improvements in support of this.
- 1.4. North Area Committee has agreed that aspiration, self-esteem and pride lie at the heart of the potential solutions to each of the issues – from health inequality to antisocial behaviour and those elements from each of the topics would form a work programme.
- 1.5. Officers and Partners met on 5<sup>th</sup> July to look at which elements from each of the topics could form a work programme. This proposed programme reflects the over-arching theme in 1.4 and is submitted to Members for their approval at this meeting. Due to the short timescales involved, it has not been possible to produce a proposed programme as an annex to this report. Instead, there will be a presentation to Members, which will enable discussion and agreement on the committee's work programme.
- 1.6. During the 2009/10 Council year, each Area Committee conducted a time-limited pilot arrangement for questions received from members of the public. Experience across the five committees was variable, with one committee receiving seven questions, while others received between none and four. North Committee received two questions that due to a timing issue, were dealt with outside of the Committee meeting. From the questions received it has been demonstrated there is a need to ensure that Committee time is dedicated to dealing with questions that affect groups of residents, while using other

mechanisms to resolve more specialist issues, for example those that affect only an individual. In the light of this, a mainstreaming of questions to the Committee is proposed from July 2010. Residents' questions to the Committee will form an information stream within 'Community Insight' element on item 2 of the agenda. Considering these together with information from a range of other sources and information streams will provide the Committee with a rounded view of current and emerging community priorities. This will allow the Committee to prioritise areas for Members' attention and target Committee action, based on improved intelligence about issues current in the community

## **2. Performance Management**

- 2.1 A range of data sources have been utilised in the development of the priority setting. The progress and performance management of all new issues and projects will be measured using a wide range of intelligence from internal and external sources.

## **2. Progress Report 2010/11 Action Plan Ref Annex 1**

- 3.1 As a result of this meeting, two working groups, engaging all the partners, were established to identify which programme or project fit's best within each of the priorities. These working groups will report to the Committee at this meeting.
- 3.2 Responsive Local Services (RLS) are designed to:
- Increase levels of resident satisfaction through providing services that are responsive to community needs and effectively communicating improvements
  - Tailor services in recognition of differing area/locality circumstances either through local problem solving or adapting service standards
  - Recognise and enhance the community leadership role of elected members.

The initial scope of RLS focused upon five discrete service areas of Litter, Graffiti, Refuse, Grass Cutting and Dog Fouling. The next wave of services to be included are under review, however it is anticipated that enforcement will be included. The analysis was completed in June and the next wave will be confirmed in July 2010.

Although the target services within the scope of RLS remain a priority in terms of tailoring, the problem solving element of project does not exclude other issues being addressed that arise from the information presented to members at each committee.

## **4. Recommendations/Options**

Members are requested to:

1. Note the contents of this report
2. Note that performance data relating to new issues raised will be evidenced through Customer Insight information from September 2010
3. Agree a work plan for the North following the presentations of the Working Groups.

## **5. Background papers**

5.1 North Local Area Plan

## **6. Contact Officer**

Dave Leonard, Area Officer for Sunderland North.

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**SUNDERLAND NORTH AREA COMMITTEE MEETING**  
**22<sup>nd</sup> July, 2010**

**EXECUTIVE SUMMARY SHEET – PART I**

**Title of Report:**

Reviewing Progress

**Author(s):**

Chief Executive

**Purpose of Report:**

This report requests Area Committee consideration of proposals for the allocation of Community Chest to support initiatives that will benefit the area.

**This report denotes an item relating to an executive function**

**Description of Decision:**

The Committee is requested to approve the following:

- Annex 2a: Note the financial statement for Area Committee funding for 2010/11
- Annex 2b: i) Approve 22 proposals for support from the 2010/11 Community Chest

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

Yes

**Suggested reason(s) for Decision:**

Each Area Committee has been allocated a minimum of £200,000 per annum from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Plan and to attract other funding into the area.

The Community Chest forms part of the Strategic Initiatives Budget and £250,000 is available for the scheme in 2010/2011; £10,000 for each Ward.

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

**Alternative options to be considered and recommended to be rejected:**

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

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

**Is it included in the Forward Plan?** No

**Relevant Review Committee:**

Regeneration Review Committee  
 Management Scrutiny Committee



## Sunderland North Area Committee

22nd July 2010

### Report of the Office of the Chief Executive

#### Community Action in the North – Reviewing Progress and Agreeing Next Steps

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

1.1. North Area Committee has agreed that aspiration, self-esteem and pride lie at the heart of its work and those elements from each of the priorities would form a work programme. The 12 key priorities for 2010/11 are:

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

1.2 Two Working Groups have been established to identify activity that addresses the issues raised, propose innovative programmes of work, and identify potential resource requirements where appropriate.

1.4 Annex 1 provides detail of issues previously identified through the 2009/10 Work Plan and Action Plans, and provides an update with regard to progress or completion. It also identifies any unresolved issues and actions and where Area Committee will consider an SIB or SIP funding application to address the issue or priority, or to facilitate a solution. Members are requested to consider those applications and refer to Annex 2b for details and summary.

1.5 Annex 2a includes the Community Chest and SIB/SIP financial statement. Annex 2b provides a summary of spend, proposals received and balances for SIB, SIP and Community Chest. It also includes details of all applications received.

##### 2. Performance Management

2.1 A number of sources have been utilised to evidence and identify the key issues and queries. Some of the issues included in Annex 1 have been raised during the delivery of the 2009/10 Action Plans and Works Plan. Data sources include:

|               |   |
|---------------|---|
| 1. Safe Theme | Issues Log, Members queries, Local Multi Agency Problem Solving (LMAPS) Group, Northumbria Police Statistics, Safe Sunderland Partnership Local Confidence Survey |
|---------------|---|

|                             |  |
|-----------------------------|--|
| 2. Learning Theme           | Issues Log, Members queries, Hanlon Data, Tyne & Wear Research Institute, Children's Services, Connexions                      |
| 3. Healthy Theme            | Mosaic Data (Primary Care Trust), Director of Public Health Report, Ward Visits, Issues Log, LMAPS, Index Multiple Deprivation |
| 4. Attractive and Inclusive | Place Survey, City Services, Members queries   |
| 5. Prosperous               | Ward Visits, Area Committee Issues, Hanlon, Tyne & Wear Research Institute, Working Neighbourhoods Fund Data, NOMIS            |

### 3. Progress Report

#### 3.1 Safe Theme

Anti social behaviour (ASB), misuse of alcohol and disorder and the development of a safe environment are identified as key issues to be addressed. Community and Safer City Scrutiny Committee Policy Review on Alcohol and ASB will report to June Cabinet. The Area Committee will receive updates and information with regard to recommendations.

#### 3.2 Attractive and Inclusive Theme

A number of issues have been identified over the last 12 months relating to green spaces and the environment. The development of a Heritage Lottery Fund application is continuing for Hylton Castle and a number of fun days are taking place over the 2010 on local sites throughout the North area.

#### 3.3 Learning Theme

The provision of youth and play services and facilities has previously been identified as an issue. Area Committee will receive updates and information, where relevant, on progress in relation to the reviews underway on youth and play provision. A strategic review of apprenticeship opportunities is also underway.

#### 3.4 Health Theme

Support for vulnerable adults is a key priority.

#### 3.5 Prosperous theme

The development of business support, supporting local people into jobs and raising the skills and aspirations of adults are key priorities and a Scrutiny report on Employment will be received to future Area Committee.

### 4. Financial Statement

4.1 A financial statement detailing all Community Chest, SIB, and SIP approvals up to April 2010 is attached as Annex 2a. There are no proposals for support from SIB or SIP, and 22 proposals for support from the 2010/11 Community Chest. Members are requested to approve funding for proposals as detailed in Annex 2b and to note balances remaining for the remainder of this financial year.

### 5. Recommendations/Options

5.1 Members are requested to:

1. Note the contents of the report and agree next steps and actions detailed in Annex 1
2. Agree recommendations for SIB, SIP and Community Chest funding applications as detailed in 4.1 above and in Annex 2b.

## 6. Background papers

- 6.1 Annex 1: Community Action: Review Progress
- 6.2 Annex 2: Financial Statements and Funding Requests
- 6.3 Reports to previous committees
- 6.4 North Local Area Plan

**7. Contact Officer:** Dave Leonard, Area Officer for North.  
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**Community Action: Review Progress**

| Issue   | Priority or Theme | Date      | Evidence and/or Data Source  | Next steps/Options  | Funding Application (SIB/SIP)  | Lead Agent                           | RAG |
|---|-------------------|-----------|--|---|--|--------------------------------------|-----|
| Tighter control on the sale of alcohol and reduce underage drinking                 | Safe              | Sept 2009 | 1. Police<br>2. Members Queries<br>3. Issues Log & 2009/10 Work Plan<br>4. Local Confidence Survey           | 1. Licensed premises should be encouraged to sign up to 21+ scheme<br>2. Community Police – patrols in position<br>3. Trading Standards carrying out a number of initiatives - Advisory visits to premises, test purchases.<br>4. Community and Safer City Scrutiny Committee Policy Review on Alcohol and Anti Social Behaviour (ASB) will report to June Cabinet. Area Committee to receive updates and information with regard to recommendations. |  | Safer Communities Team<br><br>Police |     |
| Community Payback Scheme  | Safe              | Jan 2010  | 1. Members queries<br>2. Issues Log & 2009/10 Work Plan<br>3. Local Confidence Survey                        | 1. Youth Offending Service provided with locations by Area Committee to clean up hotspots in the North.   |  | Simon Smart                          |     |
| Specialist and generalist youth provision to be available in all wards in the North | Learning          | Nov 2009  | 1. Police Statistics<br>2. Customer Insight<br>3. Issues Log & 2009/10 Work Plan<br>4. Members queries       | 1. Commissioning process of youth services<br>2. XL villages rolled out across the North area<br>3. Business Transformation Programme (Service Assessment and Commissioning) reviews underway re youth and play provision<br>4. Review current policy of community use of school buildings<br>5. Review the use of under utilised youth and sports facilities, e.g North Community Sports Centre  | SIB/SIP application to provide lighting and increased use of MUGAs in the Downhill Community Sports Centre under development | Andy Neal<br><br>City Services       |     |
| Raise aspirations of children, young people and their families                      | Learning          | Nov 2009  | 1. Family Adult and Community Learning statistics<br>2. Connexions<br>3. College stats<br>4. 09/10 work plan | 1. Area Committee to receive updates on the current review of learning provision, 2010/11 work plan   |  | Sandra Kenny                         |     |
| Raise attainment levels and skills of young people                                  | Learning          | Nov 2009  | 1. Family Adult and Community Learning statistics<br>2. Connexions<br>3. College stats<br>4. 09/10 work plan | 1. The Curriculum group of the 14-19 Partnership have been asked to carry out research into apprenticeship opportunities in the City and plans for future increases.<br>2. The report will include the role that the City Council is taking in increasing Apprenticeship opportunities.<br>3. Sunderland City Council has one of the highest rates of Apprentices in the North East.  |  | Lynda Brown                          |     |

|  |                          |            |  |   |   |                                    |  |
|--|--------------------------|------------|--|---|---|------------------------------------|--|
| Promote heritage and existing attractions (e.g. Fullwell Mill, Hylton Castle, St Peter's Church) | Attractive and Inclusive | July 2009  | 1. AC Issues Log & 2009/10 Work Plan   | 1. Business plan for Hylton Castle completed. Steering group now reviewing 1 <sup>st</sup> stage Heritage Lottery application<br>Family fun days are being promoted across the North area<br>Hylton Castle battle re-enactment due to take place in August 2010 |   | Estelle Brown                      |  |
| Improve areas of rundown land  | Attractive and Inclusive | July 2009  | 1. Ward Visits<br>2. Members queries<br>3. AC Issues Log & 2009/10 Work Plan   | 1. A scheme and plans to improve Thompson Park are under development  | SIB/SIP funding application being developed | Keith Hamilton                     |  |
| Coordinated approach to enterprise support and development                                       | Prosperous               | Jan 2010   | 1. Members queries<br>2. AC Issues Log & 2009/10 Work Plan<br>3. Visible Workspace Project (Working Neighbourhoods Fund)<br>4. City Council Industrial Estates Audit | 1. Visible Workspaces – Issues log to be updated<br>2. Prosperity and Economic Development Scrutiny Policy Review re Working Neighbourhood Strategy to June Cabinet   |   | Andrew Perkin                      |  |
| Coordinate the work of advice and support agencies   | Prosperous               | Jan 2010   | 1. Members queries<br>2. AC Issues Log & 2009/10 Work Plan   | 1. Prosperity and Economic Development Scrutiny Policy Review re Working Neighbourhood Strategy to June Cabinet will confirm what has worked in the area.<br>2. A range of advice and support services available – Fiscus, Libra, SES                           |   | Andrew Perkin                      |  |
| Raise the skill levels and aspirations of adults in relation to employability                    | Prosperous               | Jan 2010   | 1. Members queries<br>2. AC Issues Log & 2009/10 Work Plan<br>3. Hanlon data   | 1. City wide audit to identify skills gaps for vacancies over next 12 months underway<br>2. Sunderland Learning Partnership will continue to develop an holistic approach – Issues log to be updated quarterly  |   | Andrew Perkin                      |  |
| Ensure adequate support for vulnerable adults  | Health                   | March 2010 | 1. Mosaic Data TPCT,<br>2. Dir of P Health Report,<br>3. AC Issues Log & 2009/10 Work Plan   | 1. Health Housing and Adult Services are identifying groups and individuals who are “at risk” and will be supporting agencies to work with the Area Committee’s priorities and develop daily living solutions.  |   | Health, Housing and Adult Services |  |
| Address lack of public transport in some areas   | Health                   | March 2010 | 1. Area Committee consulted<br>2. Public consultation  | 1. Nexus will update the committee on the Nexus Secured Services Strategy and consultation  |   | John Usher (Nexus)                 |  |

**COMMUNITY CHEST 2010/2011 NORTH AREA - PROJECTS PROPOSED FOR APPROVAL**

| <b>WARD</b>             | <b>PROJECT</b>                      | <b>AMOUNT</b>                                     | <b>ALLOCATION<br/>2010/2011</b> | <b>PROJECT<br/>PROPOSALS</b> | <b>BALANCE<br/>REMAINING</b> |              |
|-------------------------|-------------------------------------|---|---------------------------------|------------------------------|------------------------------|--------------|
| <b>CASTLE</b>           | Town End Farm Resident Association  | 400   |                                 |                              |                              |              |
|                         | Northside United F.C.               | 500   |                                 |                              |                              |              |
|                         | Town End Farm Homing Society        | 480   |                                 |                              |                              |              |
|                         | Castletown Diva's                   | 300   |                                 |                              |                              |              |
|                         | 'Crafts U Like'                     | 300   |                                 |                              |                              |              |
|                         | Hylton Castle Primary School        | 1000  |                                 |                              |                              |              |
|                         | Phoenix Karate School               | 500   |                                 |                              |                              |              |
|                         | Castletown Primary School           | 700   |                                 |                              |                              |              |
|                         | Hylton Castle Monday Over 60's Club | 500   |                                 |                              |                              |              |
|                         | Myers F.C.                          | 500   |                                 |                              |                              |              |
|                         | Hylton Castle Community Day         | 1000  |                                 |                              |                              |              |
|                         | <b>Total</b>                        |   |                                 | <b>12,798</b>                | <b>6,180</b>                 | <b>6,618</b> |
|                         | <b>FULWELL</b>                      | 26 <sup>th</sup> Sunderland St. Andrew's Brownies | 500                             |                              |                              |              |
| New Derby F.C.          |                                     | 200   |                                 |                              |                              |              |
| Thursday Afternoon Club |                                     | 500   |                                 |                              |                              |              |
| <b>Total</b>            |                                     |   | <b>11,312</b>                   | <b>1200</b>                  | <b>10,112</b>                |              |
| <b>REDHILL</b>          | Redhouse Over 60's Club             | 65  |                                 |                              |                              |              |
|                         | <b>Total</b>                        |   | <b>18,149</b>                   | <b>65</b>                    | <b>18,084</b>                |              |
| <b>SOUTHWICK</b>        | Wearmouth C.W.F.C.                  | 350   |                                 |                              |                              |              |
|                         | Autism in Mind                      | 1048  |                                 |                              |                              |              |
|                         | Grange Park Primary School          | 892   |                                 |                              |                              |              |
|                         | Salvation Army, Austin House –      | 1060  |                                 |                              |                              |              |
|                         | Southwick Activated                 | 1600  |                                 |                              |                              |              |
|                         | <b>Total</b>                        |   | <b>12,614</b>                   | <b>4950</b>                  | <b>7,664</b>                 |              |
| <b>ST. PETER'S</b>      | New Derby F.C.                      | 200   |                                 |                              |                              |              |
|                         | St. Benet's Over 60's Club          | 500   |                                 |                              |                              |              |
|                         | Friends of Roker Park               | 250   |                                 |                              |                              |              |
|                         | 'If We Can' Group'                  | 500   |                                 |                              |                              |              |
|                         | Tiddlers/Fun@4/Drama Group          | 98  |                                 |                              |                              |              |
|                         | Bidders for Bede                    | 300   |                                 |                              |                              |              |
| <b>Total</b>            |                                     | <b>14,114</b>                                     | <b>1,848</b>                    | <b>12,266</b>                |                              |              |
| <b>Totals</b>           |                                     |   | <b>68,987</b>                   | <b>14,243</b>                | <b>54,744</b>                |              |

**North Area Committee**

**22<sup>nd</sup> July 2010.**

**Report of the Chief Executive**

**Community Action in Sunderland North – Progress Review**

**Financial Statements and Funding Request**

**1. Strategic Initiatives Budget**

1.1 Following the April 2010 Committee meeting, a balance of £405,076 remains to be allocated this financial year.

**2. Strategic Investment Plan (SIP)**

2.1 The amount of £170,540 remains to be allocated this financial year and spent by March 2011.

**3. Community Chest**

3.1 The table attached details balances remaining to be allocated following the last meeting in April, project proposals received as detailed in Annex 2b, and balance remaining should those proposals be approved (including the unclaimed allocations identified from previous years).

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

| <b>WARD</b>      | <b>PROJECT</b>   | <b>AMOUNT</b> | <b>ALLOCATION<br/>2010/2011</b> | <b>PROJECT<br/>PROPOSALS</b> | <b>BALANCE<br/>REMAINING</b> |
|------------------|--|---------------|---------------------------------|------------------------------|------------------------------|
| <b>CASTLE</b>    | Town End Farm Resident Association: purchase of equipment, table tennis, arts and crafts, snooker etc    | 400           |                                 |                              |                              |
|                  | Northside United F.C.: purchase of equipment and football strips.  | 500           |                                 |                              |                              |
|                  | Town End Farm Homing Society: purchase of show pens.   | 480           |                                 |                              |                              |
|                  | Castletown Diva's: purchase of props, costumes etc.  | 300           |                                 |                              |                              |
|                  | 'Crafts U Like': purchase of craft materials and equipment.  | 300           |                                 |                              |                              |
|                  | Hylton Castle Primary School: purchase of equipment for the 'Active Playground' project.                 | 1000          |                                 |                              |                              |
|                  | Phoenix Karate School: purchase of mats.   | 500           |                                 |                              |                              |
|                  | Castletown Primary School: contribution towards trip to Derwent Hill.                                    | 700           |                                 |                              |                              |
|                  | Hylton Castle Monday Over 60s' Club: contribution towards trip to Skegness; transport, accommodation etc | 500           |                                 |                              |                              |
|                  | Myers F.C.: contribution towards purchase of equipment, pitch fees, etc.                                 | 500           |                                 |                              |                              |
|                  | Hylton Castle Community Day: contribution towards Community Fun Day; hire of marquee etc.                | 1000          |                                 |                              |                              |
|                  | <b>Total</b>   |               | <b>12,798</b>                   | <b>6,180</b>                 | <b>6,618</b>                 |
| <b>FULWELL</b>   | 26 <sup>th</sup> Sunderland St. Andrew's Brownies: contribution towards residential weekend.             | 500           |                                 |                              |                              |
|                  | New Derby F.C.: purchase of strips and equipment.  | 200           |                                 |                              |                              |
|                  | Thursday Afternoon Club: contribution towards social activities, trips Christmas lunches, transport etc. | 500           |                                 |                              |                              |
|                  | <b>Total</b>   |               | <b>11,312</b>                   | <b>1200</b>                  | <b>10,112</b>                |
| <b>REDHILL</b>   | Redhouse Over 60's Club: contribution towards trips; bus hire etc.                                       | 65            |                                 |                              |                              |
|                  |  |               | <b>18,149</b>                   | <b>65</b>                    | <b>18,084</b>                |
| <b>SOUTHWICK</b> | Wearmouth C.W.F.C.: contribution towards indoor training facilities.                                     | 350           |                                 |                              |                              |
|                  | Autism in Mind: contribution towards the 'Listening Programme'.  | 1048          |                                 |                              |                              |



|                    |  |      |               |               |               |
|--------------------|--|------|---------------|---------------|---------------|
|                    | Grange Park Primary School: purchase of equipment for the 'Litter Patrol' project.     | 892  |               |               |               |
|                    | Salvation Army, Austin House: contribution towards summer trips and activities.        | 1060 |               |               |               |
|                    | Southwick Activated: contribution to programme of activities.                          | 1600 |               |               |               |
|                    | <b>Total</b>   |      | <b>12,614</b> | <b>4950</b>   | <b>7,664</b>  |
| <b>ST. PETER'S</b> | New Derby F.C: purchase of strips and equipment.                                       | 200  |               |               |               |
|                    | St. Benet's Over 60's Club: contribution towards summer trips; transport etc.          | 500  |               |               |               |
|                    | Friends of Roker Park: contribution towards summer events in the park; chair hire etc. | 250  |               |               |               |
|                    | 'If We Can' Group': contribution towards props make up, equipment.                     | 500  |               |               |               |
|                    | Tiddlers/Fun@4/Drama Group: purchase of vacuum cleaner.                                | 98   |               |               |               |
|                    | Bidders for Bede: contribution towards arts and craft materials.                       | 300  |               |               |               |
|                    | <b>Total</b>   |      | <b>14,114</b> | <b>1,848</b>  | <b>12,266</b> |
| <b>Totals</b>      |  |      | <b>68,987</b> | <b>14,243</b> | <b>54,744</b> |

## **Sunderland North Area Committee**

**22<sup>nd</sup> July 2010.**

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

#### **Influencing Practice, Policy and Strategy**

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

- 1.1. This report offers Members the opportunity for consultation on plans and strategies relevant to the North area. It also provides information and updates which will encourage Members to feed into proposals for service or policy change and facilitates the referral of outcomes of issues previously identified.

##### **2. Plans and Strategies for consultation**

- 2.1 Child Poverty Strategy  
Members are requested to note the information contained in Annex 1 and to consider the presentation with respect to the Strategy's consultation process.

##### **3. Information and Updates**

###### 3.1 Consultation Diary

Members have requested the commissioning of a variety of studies to support the delivery of the North Local Area Plan and more recently, the focus on key priorities where Area Committee can make a real difference at a local level.

Members are requested to note the City's consultation diary which provides information regarding all consultations currently taking place and those already completed. As an example the following consultations are currently underway:

- Young People Lifestyle Services Consultation
- Youth Offending – Young People's Participation
- Annual Residents Survey 2010
- FACL Learner Voice
- Connexions Have Your Say

##### **4. Reviews and Scrutiny**

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

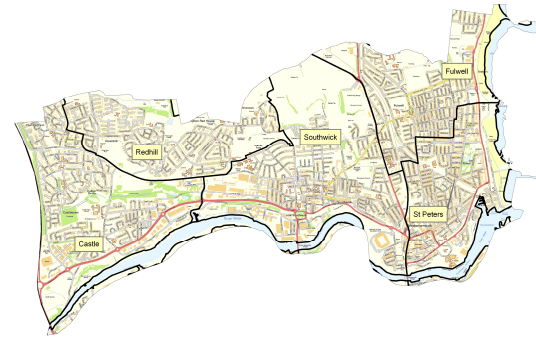
##### **5. Background Information**

- 5.1 Child Poverty Strategy
- 5.2 Meetings of previous Area Committees
- 5.3 Sunderland North Area Local Plan
- 5.4 Sunderland City Council Consultation Calendar

**6. Contact Officer:** Dave Leonard, Area Officer for Sunderland North  
Tel: 0191 561 1653, Dave.leonard@sunderland.gov.uk

# Annex 1 Child Poverty Area Profile Sunderland North

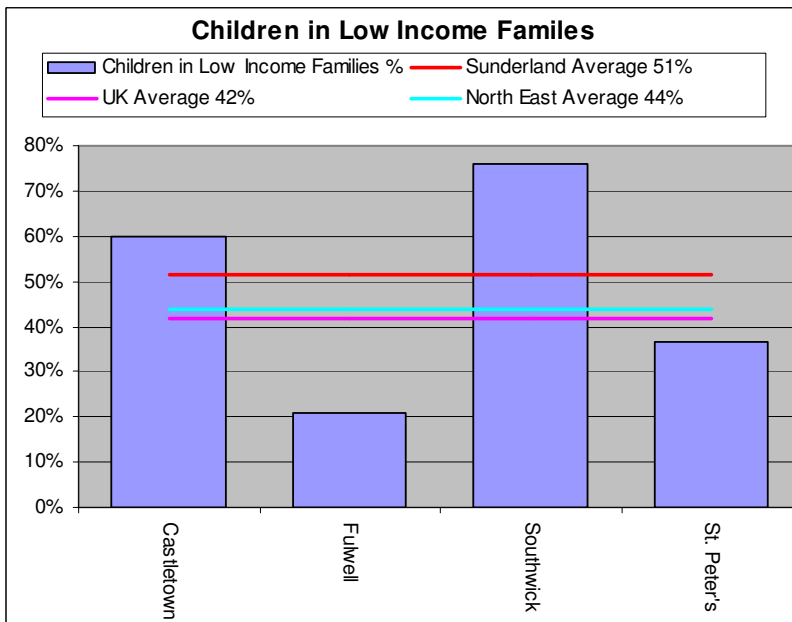
May 2010



## Child Poverty Sunderland

- There is no current single indicator available to determine the exact level of child poverty in Sunderland. A useful indicator commonly being used is the number of children living in workless families and in families who are claiming the maximum working tax credit. Adding these two groups together gives a total of **children in low income families**.
- In Sunderland this comprises about 6 in 10 children. While not all these children are classified as being in poverty, they represent a wider group of 'have-not's' among children in Sunderland and are at risk of experiencing child poverty.

## 1. Level of Child Poverty in North



## 2. Levels of Deprivation in Sunderland North

(Source Communities and Local Governments 2007)

### Indices of Multiple Deprivation (IMD)

Each area of the city is ranked according to the Index of Multiple Deprivation (IMD) 2007. The IMD combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each Lower Super Output Area (SOA) in England. This allows each area to be ranked in relation to one another according to their level of deprivation. The rankings are then used to categorize each Lower SOA in the city to show whether it is the most or least deprived. Percentages are used to show which SOA's are the most and least deprived, where 1% is the most deprived and 100% the least.

In Sunderland North, there are 39 LSOAs in Sunderland North, 11 of these are in the top 10% most deprived areas in England and contain 27.2% of the area's population, 21 are in the top 20% most deprived and contain 53.3% of the area's population.

### Income Deprivation Affecting Children Index (IDACI)

The Income Deprivation Affecting Children Index (IDACI) is a subset of the Income Deprivation Domain of the IMD, and shows the percentage of children in each SOA living in families that are income deprived (i.e., in receipt of Income Support, Income based Jobseeker's Allowance, Working Families' Tax Credit or Disabled Person's Tax Credit below a given threshold).

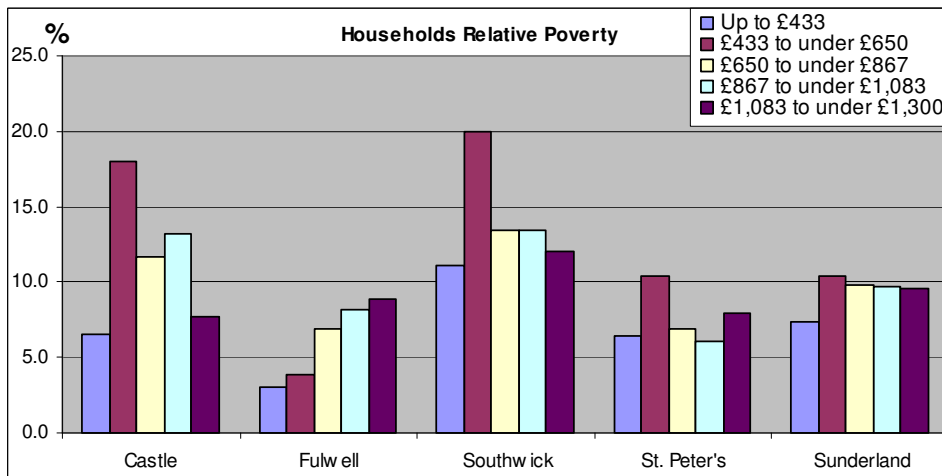
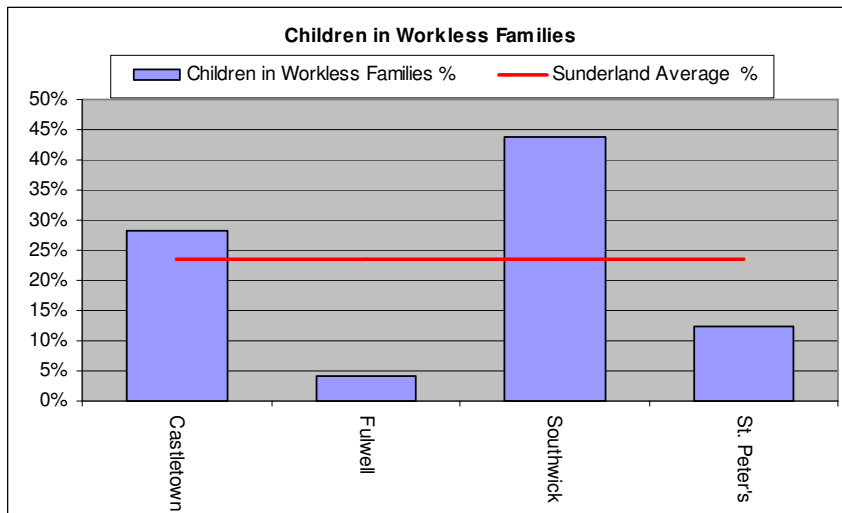
An IDACI score of, for example 0.24 means that 24% of children aged less than 16 in that SOA are living in families that are income deprived. A rank of 1 is assigned to the most deprived SOA and a rank of 32,482 is assigned to the least deprived SOA, for presentation purposes.

**Sunderland IDACI Ranking: Average Score 0.26 Average Rank 13,361 out of 32,482**

**Sunderland North IDACI Ranking: Average Score 0.26 Average Rank 10104 out of 32,482**

However, half of Sunderland's SOAs have 25-75% of children aged 0-16 living in households that are income deprived with the lowest ranking being 32,221 and highest being 219. Therefore this indicates a high level of socio-economic deprivation across the city.

**3. Levels of Family Poverty**



Source: ONS, 2008

**Number of Job Seeker allowance claimants:**

| Ward          | Number    | %   |
|---------------|-----------|-----|
| Castletown    | 405       | 6.5 |
| Fulwell       | 172       | 2.9 |
| St. Peter's   | 329       | 4.9 |
| Southwick     | 401       | 8.4 |
| Sunderland    | 10,104    | 5.5 |
| Great Britain | 1,558,194 | 4.1 |

Source: ONS claimant count with rates and proportions (April 2010)

Note: % is a proportion of resident working age population of area

**Working Age Population:**

| Ward          | Numbers | %    |
|---------------|---------|------|
| Castletown    | 6,029   | 58.4 |
| Fulwell       | 5,892   | 57.9 |
| St. Peter's   | 6,361   | 62   |
| Southwick     | 5,065   | 58.3 |
| Sunderland    | -       | 61.8 |
| Great Britain | -       | 61.5 |

Source: ONS 2001 census - census area statistics (2001)

Note: Percentages are based on total population

### Benefit Claimants as at November 2009:

|                                   | Castle |      | Fulwell |      | Southwick |      | St Peters |      | Sunderland | Great Britain |
|-----------------------------------|--------|------|---------|------|-----------|------|-----------|------|------------|---------------|
|                                   | No.    | %    | No.     | %    | No.       | %    | No.       | %    | %          | %             |
| Total claimants                   | 1,685  | 26.8 | 670     | 11.3 | 1,675     | 35.2 | 1,230     | 18.3 | 23         | 15.8          |
| Job seekers                       | 435    | 6.9  | 175     | 3.0  | 400       | 8.4  | 350       | 5.2  | 5.6        | 4             |
| Incapacity benefits               | 780    | 12.4 | 335     | 5.7  | 815       | 17.1 | 580       | 8.6  | 11         | 7.1           |
| Lone parents                      | 175    | 2.8  | 20      | 0.3  | 235       | 4.9  | 70        | 1.0  | 2.2        | 1.9           |
| Carers                            | 140    | 2.2  | 60      | 1.0  | 110       | 2.3  | 75        | 1.1  | 1.6        | 1.1           |
| Others on income related benefits | 70     | 1.1  | 10      | 0.2  | 50        | 1.0  | 50        | 0.7  | 0.7        | 0.5           |
| Disabled                          | 75     | 1.2  | 50      | 0.8  | 55        | 1.2  | 85        | 1.3  | 1.1        | 1             |
| Bereaved                          | 10     | 0.2  | 20      | 0.3  | 10        | 0.2  | 20        | 0.3  | 0.2        | 0.2           |
| Key out-of-work benefits†         | 1,460  | 23.3 | 540     | 9.1  | 1,500     | 31.5 | 1,050     | 15.6 | 20         | 13.4          |

Source: benefit claimants - working age clients for small areas (November 2009)

† Key out-of-work benefits consists of the groups: job seekers, incapacity benefits, lone parents and others on income related benefits

Note: The percentage figures show the number of benefit claimants as a proportion of resident working-age people

### 4. Education and Qualifications

**Number of Schools:** 22, equating of 1 nursery school, 18 primary schools and 3 secondary schools)

Pupils in Schools:

|            | Total Number of Pupils in Nursery Education | Total number of Pupils school age | Male   | Female |
|------------|---|-----------------------------------|--------|--------|
| North      | 673   | 6,800                             | 3,957  | 3,516  |
| Sunderland | 3,355                                       | 38,042                            | 21,079 | 20,318 |

|            | Exclusions |           |           | SEN         |               |           | No. of Pupils with Language other English | No. of BME | No. of CLA | No. of connexion agreements in place |
|------------|------------|-----------|-----------|-------------|---------------|-----------|---|------------|------------|--------------------------------------|
|            | Fixed      | Lunchtime | Permanent | Action Plan | Action Plan + | Statement |   |            |            |                                      |
| North      | 46         | 0         | 1         | 1,007       | 613           | 179       | 91  | 161        | 51         | 1,871                                |
| Sunderland | 421        | 2         | 9         | 5,381       | 3,014         | 1,065     | 1,531                                     | 2,203      | 252        | 13,456                               |

### Free School Meals:

|            | Pupils Eligible for FSM | Number of FSM taken |
|------------|-------------------------|---------------------|
| North      | 1,680 (24%)             | 1,403 (83.5%)       |
| Sunderland | 8,404 (22%)             | 6,874 (81.8%)       |

Source: Sunderland City Council, January 2010 School Census

### Attainment Gap:

The gap between those eligible for free school meals and those not at Key Stage 2 in Sunderland is 26% and for the schools in the Sunderland North area there is an average gap of 15.5%

Source: Sunderland City Council, Children's Services 2009

## Not in Education, Employment or Training (NEET)

In Sunderland 9.2% of Young People are Not in Education, Employment or Training, in the North Locality there are 133 young people which equates to 8.7% of the young people in the area.

Source: Connexions, May 2010

### Unemployed Persons with No Qualification in North:

| Ward          | Number | %    |
|---------------|--------|------|
| Castletown    | 168    | 40.3 |
| Fulwell       | 61     | 37.2 |
| St. Peter's   | 126    | 40.6 |
| Southwick     | 209    | 53   |
| Sunderland    | -      | 44.1 |
| Great Britain | -      | 38.4 |

Source: ONS 2001 census - census area statistics (2001)

Note: All figures are for persons aged 16 to 74

### Qualifications of Residents:

|            | All People | No qualifications | Level 1 qualifications | Level 2 qualifications | Level 3 qualifications | Level 4 / 5 qualifications | Other qualifications: Level unknown |
|------------|------------|-------------------|------------------------|------------------------|------------------------|----------------------------|-------------------------------------|
| Sunderland | 206228     | 76096             | 37611                  | 38302                  | 14042                  | 24695                      | 15482                               |
| Castle     | 8,232      | 3,576             | 1,728                  | 1,558                  | 346                    | 468                        | 556                                 |
| Fulwell    | 8,443      | 2,291             | 1,498                  | 1,803                  | 565                    | 1,525                      | 761                                 |
| Redhill    | 8,807      | 4,126             | 1,805                  | 1,550                  | 382                    | 395                        | 549                                 |
| Southwick  | 8,304      | 3,985             | 1,405                  | 1,350                  | 372                    | 565                        | 627                                 |
| St Peter's | 7,901      | 7,901             | 1,375                  | 1,531                  | 598                    | 1,396                      | 600                                 |

Source: Office of National Statistics Last Updated: November 2004

### Economic Activity (Students):

|            | All Full-Time Students | Full-Time Students: Economically active | Full-Time Students: Economically active: In employment | Full-Time Students: Economically active: Unemployed |
|------------|------------------------|---|--|---|
| Sunderland | 14,367                 | 5,205                                   | 4,176  | 1,029   |
| North East | 125,072                | 41,584                                  | 34,617   | 6,967   |
| England    | 2,498,728              | 917,582                                 | 791,228  | 126,354   |
| Castle     | 333                    | 126                                     | 104  | 22  |
| Fulwell    | 466                    | 225                                     | 196  | 29  |
| Redhill    | 372                    | 147                                     | 108  | 39  |
| Southwick  | 420                    | 151                                     | 132  | 19  |
| St Peter's | 6627                   | 214                                     | 183  | 31  |

Source: Office of National Statistics Last Updated: November 2004

## 5. Housing

There are 24,622 household spaces in North Sunderland. The average household size is 2.4 people per household, 6.1% are overcrowded compared to a city average of 5.7%, Castle ward 7.64% and Southwick 7.4% have levels of overcrowding higher than the local area and the City average.

In relation to housing tenure the percentage of owner occupied property is 59.3% just slightly less than the City average of 60.2%. Levels are considerably lower in Castle 47.6%, Redhill 43.2% and Southwick 45.2% wards. Levels of social housing are higher in Sunderland North, Gentoo stock accounts for 24.2% of property compared to a city average of 23.2% with levels particularly high in Castle 34.8% Redhill 39.1% and Southwick 32.4%. Housing associations comprise 10.1% of property compared to a city average of 10.3%, Castle 13.2%, Redhill 14.5% and Southwick 14.1% are higher than the average for both the Sunderland North Area and the City.

## 6. Health

### Proportion of children measuring overweight (25 <= BMI <30) or obese (BMI >= 30) by Sunderland ward of residence in 2007/08:

|            | Reception 2007/08 |              |         |                       | Year 6 2007/08  |              |         |                       |
|------------|-------------------|--------------|---------|-----------------------|-----------------|--------------|---------|-----------------------|
|            | Pupils measured   | % overweight | % obese | % overweight or obese | Pupils measured | % overweight | % obese | % overweight or obese |
| Castle     | 134               | 20.1%        | 5.2%    | 25.4%                 | 134             | 17.9%        | 20.1%   | 38.1%                 |
| Fulwell    | 59                | *            | *       | 16.9%                 | 18              | *            | *       | 27.8%                 |
| Redhill    | 134               | 14.2%        | 13.4%   | 27.6%                 | 152             | 13.2%        | 27.6%   | 40.8%                 |
| Southwick  | 108               | 17.6%        | 10.2%   | 27.8%                 | 91              | 16.5%        | 25.3%   | 41.8%                 |
| St Peter's | 79                | 8.9%         | 10.1%   | 19.0%                 | 72              | 12.5%        | 23.6%   | 36.1%                 |
| Sunderland | 2772              | 15.3%        | 10.2%   | 25.6%                 | 2701            | 16.0%        | 22.0%   | 37.9%                 |

Source: NHS South of Tyne and Wear, based on results from the National Childhood Measurement Programme 2007/08.

### Number of Accident and Emergency Attendances by Children Under 5 at Sunderland Royal Hospital:

|            | Age 0 | Age 1 | Age 2 | Age 3 | Age 4 | Age 0 - 4 |
|------------|-------|-------|-------|-------|-------|-----------|
| North      | 227   | 278   | 155   | 113   | 101   | 874       |
| Sunderland | 910   | 1,178 | 743   | 517   | 458   | 3,806     |

Source: City Hospitals Sunderland Business Objects System: Extract September 2009

### Number of Teenage Parents and those who are Not in Education, Employment or Training:

|                  | Cohort | NEET        |
|------------------|--------|-------------|
| North            | 63     | 37 (58.7%)  |
| Sunderland Total | 360    | 244 (67.7%) |

Source: City Hospitals Sunderland Business Objects System: Extract March 2010

### Number Households with Limiting Long-term Illness and Dependent Children:

|            | All Households | Households with no adults in employment: With dependent children | Households with no adults in employment: Without dependent children | Households with dependent children: All ages | Households with dependent children: Aged 0-4 | Households with one or more person with a limiting long-term illness |
|------------|----------------|--|---|--|--|--|
| Sunderland | 116356         | 7956   | 41876   | 36480  | 12962  | 51203  |
| North East | 1066292        | 66546  | 386159  | 317866                                       | 114012                                       | 437984   |
| England    | 20451427       | 988329   | 6322486   | 6023856                                      | 2326443                                      | 6862037  |
| Castle     | 4,786          | 488  | 1,744   | 1,693  | 694  | 2,279  |
| Fulwell    | 4,748          | 71   | 1,758   | 1,422  | 476  | 1,866  |
| Redhill    | 5,217          | 577  | 1,979   | 1,765  | 703  | 2,563  |
| Southwick  | 5,168          | 544  | 2,273   | 1,554  | 549  | 2,618  |
| St Peter's | 4,596          | 150  | 1,674   | 1,182  | 393  | 1,870  |

Source: Office for National Statistics, Last updated November 2009

### Smoking During Pregnancy:

|                  | Number of maternities measured | Percentage Smoking at Booking | Percentage Smoking at Delivery |
|------------------|--------------------------------|-------------------------------|--------------------------------|
| North            | 269                            | 35.3%                         | 31.2%                          |
| Sunderland Total | 1547                           | 28.1%                         | 23.7%                          |

Source: NHS South of Tyne Maternity Services (Jan 08 summary)