

Annex 1 – Background papers; prioritising your priorities (preparation for Area Committee)

1. Address child poverty in Washington

Background:

The levels of child poverty in Sunderland are unacceptably high. 51% of children are living in relative poverty (44% in the North East, 42% Nationally) as defined by Government. National research by the Child Poverty Action Group tells us that children who grow up in poverty are less likely to succeed at school, more likely to suffer from poor health and less likely to secure a good job as an adult.

The Sunderland Partnership has agreed to take a lead to reduce this level and the emerging Sunderland Child Poverty Strategy will provide a framework for partners to work together with a shared vision.

Key Facts

- The LAA includes NI116 - Proportion of Children in Poverty. This is currently being refreshed and the Child Poverty Unit may create a basket of related indicators
- 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.
- The Washington Area consists of 39 Local Super Output Areas (LSOAs), 11 of which are identified as 'areas of priority' for child poverty. 8 LSOAs have between 40% - 60% of children within families claiming benefit or tax credit (where income is below 60% of the national median income – 3 of those 8 are in Washington North. (2007 IMD)
- The draft strategy is based on building blocks of Education, Health & Family, Employment and Adult Skills, Financial Support and Housing & Neighbourhoods.

Current Interventions

- A three month consultation programme for the draft Child Poverty Strategy will begin during May/June 2010.
- A detailed needs assessment will be carried out over a six month period from June 2010. This will identify areas for more targeted service delivery, focused on community needs.
- A locality based integrated working group has been formed to develop partnership working to support outcomes for children, young people and their families.
- Child Poverty Strategy Action Plan has been established and agreed.

Options

- A:** Review the situation when selecting priorities in 2011/12.
- B:** Receive information updates on a quarterly basis from Children Services, via e-bulletin. Area Committee to be consulted on the Child Poverty Strategy at a future meeting.

2. Help local people access employment opportunities

Background: Defining employment

The Council is currently finalising its Economic Masterplan that will provide for the growth and development of Sunderland's economy over the next decade and beyond.

Key Facts

- Local people from Washington 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.
- We know that across Washington unemployment levels are lowest in Washington South (4.9%) and highest in Washington North ward (10%). The City average is 8.4%. Washington Central, East, and West are all lower than the City average at 5.7%, 5.8% and 5.6% respectively.

Current Interventions

- In the last 10 years 13,900 jobs have been created in Sunderland.
- Whilst Sunderland has the highest employment growth rates in the country, it also has the fifth lowest wage level of UK Cities.
- An Economic Masterplan is under development which considers financial inclusion, debt and welfare advice and explores additional business opportunities through public sector investment and funding priorities over the forthcoming years.
- The City is one of the world's most Information Technology (IT) Intelligent Cities and a Beacon for Digital Inclusion.
- There is considerable investment to increase jobs with £27m through the Working Neighbourhood Funding (WNF) programme. This includes the 'just the job' campaign.
- The Business Investment Team is dedicated to delivering the Sunderland Strategy's Strategic Priority : "To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come."
- Job Linkage is a nationally accredited Information, Advice and Guidance service, with over 11 years experience of delivering community based employment services. There are 13 Job Linkage outlets across the City, based in community settings.
- Employability skills courses are being delivered throughout the City.
- Electronic Village Halls provide access to IT skills and training.

Options

- A:** Lead Agent: Janet Snaith, Office of the Chief Executive.
Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent.
Align a percentage of the SIB budget to support the deliver of project proposals.
- B:** Lead Agent: Prosperous City Delivery Board, supported by the Business Investment Team, who have an holistic view at a national, regional and city level.
Area Committee to receive information and updates, as available, via e-bulletin.
- C:** Lead Agent: Prosperity and Economic Development Scrutiny Committee. The Committee completed a policy review 'from Recession to Recovery' during 09/10.
Area Committee to receive information and updates, as available, via e-bulletin.

3. Improve the business offer in Washington

Background

High quality infrastructure and a wide portfolio of sites with a range of sizes and locations that are attractive to different business users are essential. Washington remains one of the region's key locations for manufacturing industry and also dominates the City's supply of medium and large available industrial units. There is a lack of significant office space in Washington and there is no incubator or managed workspace. Washington's location and accessibility to the strategic road network and large amounts of land for economic development, has led to increased job creation benefits for the City and area.

Key Facts

- A number of major employers are established in Washington. This includes Nissan, Unipres, Johnson Controls, Calsonic Kansei, Hillarys Blinds and Walker Filtration.
- 12.5 million sq.ft of Private Industrial Premises and 1 million sq.ft. Private Office Accommodation is offered across Washington.
- 1,105,582 ft². of Private Industrial space is available and 69,076 ft². of office space.
- Some of the area's older industrial estates require investment and are in need of refurbishment with many of the available premises of 'moderate' quality.
- The portfolio of employment land will be reviewed by the City Council on a regular basis, to ensure the most efficient and effective use of land.

Current Interventions

- The City's Business Investment Service encourages business growth, development and investment.
- A strategic employment site has been developed in Washington resulting in the city becoming an international focus for low carbon technology, focussed around the Nissan car plant and electric cars.
- The development of the new 45 acre Turbine Business Park has commenced.
- Strategic investment at the 44 acre former Dunlop site in Washington has been secured. BAE Systems confirmed that it would be relocating 300 staff from its Royal Ordnance site in Birtley to a new £33 million, 280,000 sq ft plant at Radial 64.
- A comprehensive survey of industrial estates in the area is underway.
- The 'Visible Workspace' project, through Working Neighbourhoods Funding (WNF) is a survey being carried out to look at all opportunities to develop workspace.

Options

- A:** Lead Agent: Janet Snaith, Office of the Chief Executive
Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent.
Align a percentage of the SIB budget to support the deliver of project proposals.
- B:** Lead Agent: Prosperous City Delivery Board, supported by the Business Investment Team, who have an holistic view at a national, regional and city level.
Area Committee to receive information and updates, as available, via e-bulletin.
- C:** Lead Agent: Prosperity and Economic Development Scrutiny Committee. The Committee completed a policy review 'from Recession to Recovery' during 09/10.
Area Committee to receive information and updates, as available, via e-bulletin.

4. Identify Gaps in Youth and Play Provision

Background

Youth provision/work; targeting 13-19 year olds, (or 25 years old if individuals have learning difficulties/disabilities), informal activities delivered outside of statutory core curriculum. Play provision; targeting under 13's, may cover community play parks, extended schools.

Key facts

- Sunderland City Council secured £2.1 million Play Pathfinder grant to get more children playing outside. The following play facilities in Washington have received investment – Albany, Wheeled Sports Park, Sulgrave, Glebe, Holley Park, and Barmston. An estimated 8,900 additional children and young people will have access to high quality equipped sites in Washington.
- A range of provision and services is provided across the area for young people. Oxclose Young People's Project has secured the youth provider ward contracts until 2012 with the possibility of 2 further years if they successfully reach their targets.

Current Interventions

- Children Services and City Services have recently submitted a funding application to the Children's Trust to complete a scoping document on all services delivered to children, young people and families across City, covering all sectors, if awarded, completed date is scheduled for September 2010.
- The Children's Trust Strategic Partnership are currently establishing Locality Based Integrated Working Steering Groups. Their role will be to consider how local service delivery is meeting the needs of children, young people and their families generally.
- Local contracted youth providers to work in partnership with local schools, providing a more systematic and comprehensive service where all partners are suitably funded and supported breaking down barriers where individual partners feel they need to protect their own resources and funding. Oxclose and District Young People Project are the commissioned Voluntary Community Sector youth provider for the Youth Development Group in Washington.
- Football Investment Strategy – improvements to Northern Area Playing Fields and Biddick Sports College proposed 2010/12.
- New schools are being built or refurbished as part of the Building Schools for the Future Programme.
- XL Young Villages (once a week, for 10 weeks, three times a year).

Options

- A:** Review the situation when selecting next year's priorities.
- B:** Receive information updates on the scoping document from Children Services and City Services, if funding awarded. Existing priority (as above), Area Committee to continue to monitor, via the Area Action Plans.

5. Family, Adult, and Community Learning (FACL)

Background

Family, Adult and Community Learning works in partnership with a wide range of agencies to develop and deliver projects aimed at improving access to learning and improving the skills of adults and families. Family Learning offers a chance to learn in a fun and friendly way. Adult Learning courses including arts and crafts, health and well-being, fitness and dance, digital photography and information technology can provide opportunities to build confidence, learn for fun and enjoyment or offer routes to further learning and developing skills for employment. Skills for Life, Skills for Work, Skills for Independent Living courses that help adults brush up their English and Maths skills to support children at school, assist with job search and help with training at work.

The Sunderland Learning Partnership have identified specific areas of concern, with regards to how to increase the number of learners accessing FACL courses particularly from under represented groups, and there is a perception the current programme often does not meet the needs of the community. Commissioning arrangements can exclude smaller, community organisations who may be best placed to work with residents in their own community. The procurement arrangements are being reviewed.

Key Facts

- Some courses, including Family Learning, English for Speakers of Other Languages (ESOL) and Skills for Life (Maths and English) are free.
- Courses are also free if you are in receipt of income-based benefits.
- Provision is predominantly accessed by women.
- A reduction of 50% is offered to anyone aged 60 or over.
- The number of men accessing FACL funded learning courses has increased over the last two years for 18% in 2007/08 to 30% in 2008/09.
- Delivery of courses is predominantly day time, there is limited evening and weekend provision available.
- Informal and community learning is often a first step to more formal, accredited learning
- Family learning such as healthy cooking and growing vegetables can contribute to the increase in healthy lifestyle activities.

Current Interventions

- The current service has three funding streams: Wider Family Learning (WFL); Family Literacy, Language and Numeracy (FLLN) and Personal Community Learning (PCD) and a development fund, First Steps.
- Courses are currently delivered at Bridge Sulgrave, Bridge Columbia, Albany Family Centre, Washington Town Library and the Rainbow Children's Centre.
- An action plan has been agreed with FACL to:-
 - provide provision tailored to learners with learning difficulties and/or disabilities.
 - develop links with other aspects of provision so that learners are able to progress onto further learning.
 - work with organisations and tutors wanting to deliver learning to ensure that appropriate infrastructures are in place.
 - Provide courses at a ward level, on an evening and weekend.

Options

A: Lead Agent: Sandra Kenny, Children Services. Area Committee establish a Task and Finish group and select key members, including partners from Committee to

support group. Align a percentage of the SIB budget to support the deliver of project proposals.

- B:** Lead Agent: Sunderland Learning Partnership Delivery Board, supported by the Children Services. Area Committee to receive information updates, via e-bulletin.
- C:** Priority already exists, along with identified Lead Agents, actions (as above) and status updates, Area Committee to continue to monitor, via the Area Action Plans, via e-bulletin.

6. Support families and carers of children and young people

Background

To support families and carers of children and young people the Sunderland Learning Partnership have identified there is a need to improve access and participation in family learning, building skills and knowledge across families, and provide positive and productive family learning experiences. Increasing the number of learners participating in and achieving level 1 qualification in literacy is a key target. Reducing financial exclusion and accessible advice and support services are also key to supporting families, parents and carers.

Key Facts

- Residents in Washington are generally better qualified than the City average. 32% have no qualifications compared to a City average of 36.9%. All wards in the area are below this figure with the exception of Washington North where 40.1% have no qualifications.
- 70% of provision delivered by Family Adult and Community Learning (FACL) was accessed by women during the 2008/09 academic year.
- Across Washington, the number of children living in poverty in Washington North is 32.8%, greater than the city average of 26.5%.
- 51% of children in Sunderland are living in low income families.
- Of the 9,117 families in Sunderland living in relative poverty, 60% are lone parent families.
- Poor families are less likely to take up mainstream services.

Current Interventions

- A range of non accredited informal learning programmes are currently being planned for delivery by Sunderland Council's Family Adult and Community Learning's contracted providers via the Voluntary and Community Sector (VCS).
- Adult Learning Strategy currently been developed.
- Increased male participation year on year by offering Family Learning in local venues.
- Increased engagement of local training providers and partners to offer learning.
- An action plan has been agreed with FACL to:-
 - map what support groups exist, their role and infrastructure due to be completed in July 2010.
 - Promote sessions and identified any common interests to encourage partnership working.
 - Offer basic carer mentoring training to those who would want it, to raise awareness around what support is available.
 - Discussions have also been held with Sunderland Carers Centre regarding offering courses to their members, but currently on hold at the request of the Centre.
 - A review of the procurement contract process currently accessed by the VCS to deliver FACL courses is being undertaken, with the aim of making it more accessible for local groups and neighbourhood organisations, to build capacity in localities (hub and spoke) and to develop greater access and overcome barriers to participation.
- Libra Network <http://www.librasunderland.co.uk/>. Libra is a network of providers that work together to provide accessible advice, services and information
- 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](#).

- Sunderland Carers Centre assists carers and ex carers into employment, offering advice and guidance on vocational training and sources of funding. They work with employers to develop policies and practices that support carers into and already in work. Lead Agent: PIE, Carers Centre and Sunderland Partnership. HHAS have also developed a Carers Strategy that promotes employability of carers and former carers so they can remain in or return to work.

Options

- A:** Lead Agent: Sandra Kenny, Children Services.
Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent.
Align a percentage of the SIB budget to support the deliver of project proposals.
- B:** Lead Agent: Sunderland Learning Partnership Delivery Board, supported by the Children Services and Sunderland City College.
Area Committee to receive information and updates, as available, via e-bulletin.
- C:** Priority already exists, along with identified Lead Agents, actions and status updates, Area Committee to continue to monitor, via the Area Action Plans.

7. Address Anti Social Behaviour

Background

The level of crime, similar to other areas across the City, is considered most important in making Washington a good place to live. The Crime and Disorder Act 1998 defines Anti-social Behaviour as acting "In a manner that caused or was likely to cause, harassment, alarm or distress to one or more persons not of the same household" Examples of Anti Social Behaviour can include: rowdy, noisy behaviour; vandalism, graffiti and fly-posting; dealing or buying drugs on the street; fly-tipping rubbish and street drinking

In Washington, reducing anti social behaviour (ASB) was one of the key priorities for 2009/10. More recently the Local Confidence Survey which measures public confidence in community safety issues and represents the views of residents, again highlighted ASB, with teenagers hanging around on the streets as the top issue which should be addressed.

Key Facts

- Washington North is one of only 5 wards out of 25 to have a crime rate above the City average in 2008/09. That trend continued throughout 2009/10.
- Between April 2009 and March 2010 total crime across Washington was 4,018.
- Incidents during 2009/10, measured per 1,000 population, were lower than the City average of 86.8 for all Wards except Washington North (97.3 per 1000). Washington Central measured 85.2, Washington East 59.2, Washington South 53.6, Washington West 58.4.
- In relation to anti-social behaviour incidents per 1000 population, the City average is 92, with Washington North 98.9. Washington Central 82.2, Washington East 70.3, Washington South 74.5, and Washington West 68.4. This indicates a reduction between 2008/9 and 2009/10 although the North is still maintaining a higher rate than the City average.

Current Interventions

- The Safer Sunderland Partnership was formed following the merging of Sunderland's Drug Action Teams and Crime and Disorder Reduction Partnership in 2002. The Partnership includes the City Council, Police, Fire Authority, Primary Care Trust and a range of organisations from the voluntary, community and business sectors. The aim is to tackle crime, disorder and the misuse of drugs, making Sunderland a safer city for everyone.
- PACT meetings (Police and community) & Joint Councillor and Police meetings in place
- 15 'Foot Beat' areas identified across Washington. PCs and Community Support Officers patrol these areas and build relationships with local residents.
- Northumbria Police lead on the Local Multi Agency Problem Solving (LMAPS) group which continues to work effectively with partners. The group meets every five weeks to effectively address issues, including ASB and deliberate secondary fires. Actions may include: Early Intervention Warning letters; Acceptable Behaviour Agreements (ABA); Parenting Contracts; Parenting Orders and Anti-Social Behaviour Orders (ASBO) being served.
- A raft of provision and services is provided across the area for young people. Oxclose and District Young People's Project has secured the youth provider ward contracts until 2012 with the possibility of 2 further years if they successfully reach their targets.
- A number of intervention projects are being delivered across the area.
- 3G CCTV cameras have been deployed as a preventative and intervention tool to address anti-social behaviour hotspots

- The XL Youth Village pilot was delivered in Washington, with 856 young people attending events, resulting in a substantial reduction in ASB and a 34% reduction in crime
- Sunderland City Council has a dedicated team to investigate and resolve cases of ASB across all housing tenures their main focus relates to the owner occupied and private rented sectors.

Options

- A:** Lead Agent: Local Inspector Northumbria Police, utilising current infrastructure of LMAPs to continue to reduce ASB across the Washington area. Priority already exists, along with identified Lead Agents, actions and status updates, Area Committee to continue to monitor, via the Area Action Plans.
- B:** Lead Agent: Community and Safer City Scrutiny Committee, which completed a policy review on Alcohol and Anti-social behaviour during 2009-10. Area Committee to receive information updates, as available.

8. Reduce health inequalities

Background

Priority Improvement Indicators NI 137 Healthy Life Expectancy and N1 120 All age all cause mortality.

Health and deprivation in the City are worse than the national averages. Action to improve the health of residents has been underway for a number of years. The overall death rates have reduced over the last 10 years although on average Sunderland residents live shorter lives and die earlier than the country as a whole.

The Sunderland Teaching Primary Care Trust have engaged with a raft of partners, including the Council to deliver interventions that sustain and promote healthy lives. To deliver sustainable health improvement strategically there is a need to focus on the core causes of poor health and maximise local people's opportunities to benefit. This includes lifestyle behaviours such as smoking and patterns of alcohol consumption, obesity, and exercise.

Whilst there has been significant enhancement to Washington's local health services and facilities, addressing health inequalities in relation to early mortality and inequalities in life expectancy remains a priority. There needs to be an emphasis on teenage pregnancy, smoking, obesity, alcohol consumption, and emotional health and well being particularly for children and young people and also for adults.

Key Facts

- Resident's satisfaction with GPs is slightly higher than the City average
- March 2008 Sunderland announced as a Beacon Authority for reducing health inequalities
- In Washington East life expectancy at birth among males is lower at 75.5 than the City average of 75.8. In Washington North it is 76.9, Central 78.1, South 79.7 and West 76.2. (2005-07)
- Life expectancy at birth among females is lower than the City average of 80.4 in Washington West (79), Central (80.1), East (79.5) and South (79). It is higher in Washington North at 81.8.
- Washington East mortality rate (due to CHD, stroke and related disease) among people under 75 was 110 per 100,000 and Washington West was 114, which are both higher than the Sunderland average of 108 per 100,000 (2004–06).
- Teenage pregnancy is still not reducing significantly in Sunderland with 57.3 per 1000 females aged 15 – 17 years.
- 300,000 attendances at Wellness Centres by people aged 16 and over 2007/08.

Current Interventions

- Establishment of Primary Care Centre in Washington
- Healthy Schools Programme
- Wellness Service improves lifestyles and encourages physical activity. Community Wellness Programme provides access to facilities and equipment at a local level, e.g. Washington Leisure Centre and Washington Millennium Centre, Biddick Sports College
- Community NHS Health Checks and routes to treatment and lifestyle interventions.

8a) Reduce the number of teenage conceptions

Background

NI 112 Under 18 Conception Rate – defined as the number of conceptions under 18 per 1000 females aged 15-17 (as 95% of under conceptions occur within this age group). Teenage Pregnancy Strategy was launched in 1998. First co-ordinated approach from Central Government. Two main aims were:

1. Half the under-18 conception rate by 2010 and establish a firm downward trend in the under-16 rate
2. To increase the proportion of teenage parents in education, training or employment to 60% by 2010, to reduce their risk of long-term social exclusion

Key Facts

Research shows that teenage parents experience poor outcomes in comparison to older mothers:

- Children born to teenage mothers have 60% higher rates of infant mortality and are at increased risk of low birth-weight, which impacts on the child's long term health.
- Teenage mothers are 3 times more likely to suffer from post-natal depression and experience poor mental health for up to 3 years after the birth.
- Teenage parents and their children are at increased risk of living in poverty.
- Washington North has a teenage conception rate which is significantly higher than England average (2004 – 06)

Current Interventions

- Sexual health advice and support in a range of young people settings.
- Targeted interventions.
- Training on Sex and Relationship Education for all providers who work with young people.
- Well resourced sexual health services with effective and competent staff.
- Whilst a Teenage Pregnancy Plan exists at a City Wide level, there is a need to:
 - Undertake a locality needs assessment for the locality as well as conduct a gap analysis and equity audit of service delivery and provision. This will provide a locality evidence base to inform commissioning and service delivery.
 - Develop information/data sharing protocols so that services can be targeted effectively.
 - Ensure that any locality governance structures are able to influence strategic/City wide planning as well as address the specific needs of the locality.
 - Develop an effective service delivery models in the locality.

Options

- A** Lead : Childrens Services/Teaching Primary Care Trust (TPCT). Area Committee Task and Finish Group (including key Committee members) to implement recommendations where appropriate. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the Washington area.
- B** Lead : Childrens Services/TPCT. Sunderland Teenage Pregnancy Management Team implement recommendations. Align a percentage of the SIB budget to support delivery of specific interventions/ identified actions in the Washington area. Regular feedback to Committee on progress.
- C** Lead : Childrens Services/TPCT. Sunderland Teenage Pregnancy Management Team implement recommendations in the Washington Committee area. Regular feedback to Committee on progress.

8b) Reduce % of residents smoking

Background

NI123: 16+ current smoking rate prevalence PSA 18. This indicator is measured by proxy through the number of people who quit smoking at 4 weeks using NHS Stop Smoking Services

Key Facts

- 1,321 residents are on the 'quit smoking' programme, more than last year
- Sunderland has higher than average rates of smoking including:
 - High levels of smoking during pregnancy and at time of delivery (22%), impacting on infant mortality, childhood illness and low birth weight.
 - High levels of smoking amongst people diagnosed with a chronic disease and in particular wards : Increasing the burden of disease; Contributing to health inequalities and contributing to life expectancy gap.
 - High usage of illicit tobacco which encourages continued dependence, provides opportunities for children and young people to smoke and contributes to childhood poverty and health inequalities.
- Only Washington North at 26.2% has a higher proportion of adults 18 years and over that smoke, than the City average of 25.1%.

Current Interventions

- Healthy Schools and Smoke Free programmes help to reduce the number of young people starting to smoke.
- Increased activity to reduce the supply of cheap illegal tobacco and under age sales.
- The smoking in pregnancy pathway has changed from "opt in" to "opt out". The NHS Stop Smoking Services have been expanded during 2009/10 and tier 2 services have increased activity by >20%. Sunderland is a pilot site for the "Reducing Health Inequalities through Tackling Illicit Tobacco" programme.

Options

- A:** Lead agent: Tobacco Alliance. Area Committee to work with the Healthy Schools Programme to help reduce the uptake of tobacco products amongst young people. Increase the number of voluntary and third sector organisations delivering Tier 2 services. Call for projects and align budgets to support work to "stop the flow" of young people taking up tobacco/help people quit.
- B:** Lead agent: Tobacco Alliance. Area Committee to receive reports from Tobacco Alliance. Support Tobacco Alliance by provide leadership by Chairing the Tobacco Alliance. Call for projects and align projects to support the work of the Tobacco Alliance.
- C:** Lead agent: Tobacco Alliance. Area Committee to receive reports from Tobacco Alliance. Promote "Smokefree" environments including Second Hand Smoke training. Call for projects and align budget to promote smokefree environments.

8c) Reducing alcohol consumption

Background

Reducing the incidence of drinking behaviour that causes alcohol-related ill health and providing good quality support and treatment interventions to those affected by alcohol related ill health is a key priority for the Health Improvement Partnership.

Key Facts

- Death rates from alcohol related causes in Sunderland are higher than those for the North East as a whole.
- The number of people dying from chronic liver disease is increasing
- Alcohol harm-related hospital admissions increased are 470.6 per 100,000 of population in 2008 compared to the national average of 247.7
- 28.5% of Sunderland's adults aged 18 or over drink above the recommended weekly safe limits. In Washington North it is 30.6%, Washington East 34.1%, Washington South 30.1%, Washington West 29.8%. Washington Central is the same as the city average.
- 31.7% of Sunderland's adults aged 18 or over 'binge drink'. Washington North is higher at 37.4%, Washington East 34.1%. Washington Central is lower at 31.6%, as is Washington South at 28.1% and Washington West at 30.9%

Current Interventions

- Alcohol Strategy in place
- Delivery of a series of Awareness Raising Events to Young People throughout the year
- Service provision includes Community Prescribing (Adult), Specialist Pharmacological Interventions (Young People), Structured Psychosocial interventions (Adult and Young People), Structured Day Programme (Adult), Harm Reduction Services (Young People), Family Work (Young People), Residential Rehabilitation (Adult), Inpatient treatment (Adult), Residential treatment for substance misuse (Young People)

Options

- A:** Lead : Teaching Primary Care Trust (TPCT). Area Committee Task and Finish Group (including key Committee members). Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the Washington area.
- B:** Lead Agent: Sunderland Health Improvement Partnership Delivery Board, Area Committee to receive information updates, via e-bulletin.
- C:** Lead Agent: Community and Safer City Scrutiny Committee, which completed a policy review on Alcohol and Anti-social behaviour during 2009-10. Area Committee to receive information updates, as available.

8d) Reduce the number of residents self reporting obesity BMI 30+

Background

Overweight and Obesity is measured using the body mass index (BMI). The BMI is a statistical measurement which compares a person's weight and height. BMI is calculated by dividing body weight (kilograms) by height (metres) squared. Although it does not actually measure the percentage of body fat, it is a useful tool to estimate a healthy body weight based on height; the higher the BMI, the more the excess weight and the greater the associated health risks. A BMI >30 is categorised as obese.

Key Facts

- Obesity is the second most common preventable cause of death after smoking in Britain today.

- Obese people also have an increased risk of dying prematurely or developing Cardiovascular Disease, Type 2 Diabetes, Hypertension, Dyslipidemia, some cancers, musculo-skeletal problems and other diseases. (Dept. of Health, 2006).
- Most evidence suggests that the main reason for the rising prevalence of overweight and obesity is a combination of less active lifestyles and changes in eating patterns.
- Community profiles and the National Child Measurement Programme identify high levels of obesity in Sunderland as being higher than the national average. Adult obesity levels for Sunderland are 24.1% against a national average of 21.8%, whilst the National Childhood Measurement Programme 2007-2008 (NCMP) identifies that 10.3% of Reception and 21.2% Year 6 pupils are obese here in Sunderland.
- In Washington 4 of the 5 wards have a higher than city average of adults self reporting being obese. They are Washington Central 19%, Washington East 18.4%, Washington North 22.9%, and Washington West 19.6%. Washington South has a lower proportion at 15.7%.
- More weight management services are now in place with 74% of GP Practices signed up to vascular checks.
- Obesity in primary school age (11 year olds) in 2008/09 was 21% in Sunderland compared to a national average of 18%.
- 99 schools and 30,000 children have been involved in the Food in Schools Programme.
- Washington North, 48.6%, and Washington Central at 43.8% have a higher proportion of adults undertaking 5 x 30 minutes of moderate physical activity 5 or more times a week, than the city average of 43.5%.

Current Interventions

- Sunderland TPCT committed over £1 million additional funding per annum to support the implementation of a wide range of 'high impact' interventions.
- A 5 'tiered' model of service delivery was developed 08/09 so that an effective adult weight management programme could be commissioned to effectively prevent, treat and manage obesity.
- NHS South of Tyne and Wear Obesity Strategy identifies a number of priorities which, if they are to be effective must be addressed within localities.
- Exercise Referral and Weight Management Programmes available in local neighbourhoods.
- Lifestyle Activity and Food programme: Families are referred to the free 8 week programme by their GP or other healthcare professionals to take part in fun, interactive weekly sessions.

Options

- A:** Lead: TPCT (Obesity Commissioning) Lead Area Committee Task and Finish Group (including key Committee members) to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the Washington Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the Washington area.
- B:** Lead: TPCT (Obesity Commissioning) Lead Sunderland Obesity Partnership to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the Washington Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the Washington area. Regular feedback to Committee on progress.
- C:** Lead: TPCT (Obesity Commissioning) Lead Sunderland Obesity Partnership to implement recommendations from NHS SoTW Obesity Strategy and develop

locality based approach within the Washington Committee area. Regular feedback to Committee on progress.

8e) Emotional health and well being

Background

To improve levels of mental health and emotional well being in the city is a priority. The impact of poverty is manifested in a variety of health outcomes including the emotional well being and the impact on the potential of children and young people to live healthy lives. Mental health problems are associated with educational failure, family disruption, disability, offending, and anti social behaviour. Untreated mental health problems create distress not only for children but also their families and carers.

Key facts

- Children's Trust indicates 1 in 4 children and young people in Sunderland has some form of mental health problem
- 17% of the working age population have suffered anxiety or depression. Washington North is higher at 18%.

Current Interventions

- Health, Housing and Adult Service's Mental Health division works to improve the emotional health and wellbeing of service users. The Advice and Assessment Team provide advice, sign posting and short term involvement together with social care support such as Direct Payments, Care Navigation and Home Support Assessments. Vocational Services offer exercise, voluntary work, and training, with the aim of supporting people to live as full lives as possible.
- Voluntary support group for parents and carers lead by Sunderland Carers.
- Child and Adolescent Mental Health Services (CAMHS) re assessment and treatment offered locally at Wessington Primary School and at the City Hospital.
- Community CAMHS Counselling Services.
- Children's Centre Early Years Mental Health Service.
- Washington MIND.
- Washington Mental Health Carers Group.

Options

- A:** Lead: TPCT. Area Committee establish a Task and Finish group and select key members, including partners from Committee to support group. Align a percentage of the SIB budget to support the deliver of project proposals.
- B:** Lead Agent: Sunderland Health Improvement Partnership Delivery Board, Area Committee to receive information updates, via e-bulletin.

9. Responsive Local Services (RLS)

Background

The Community Leadership Programme, which commenced September 2008, is based upon the need to accelerate delivery of quality of life improvements for the people of Sunderland and to improve their satisfaction levels with the way the Council and its partners perform. The Responsive Local Services project is designed to satisfy the service delivery element of the programme ensuring that, in delivering its day to day services, the Council is more responsive to the needs and expectations of its customers and engages with citizens more effectively. In summary RLS is a 'method of area working' that was established via Cabinet 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.

Key Facts

- There are currently 5 services that fall within the scope of the RLS remit - litter removal, refuse collection, grass cutting, graffiti and dog fouling
- The services included in the first wave have been chosen according to their relative importance and the ability to measure performance against current service standards.
- It is necessary, in this respect, to publish the associated service standards to enable residents and Members to engage in service delivery performance updates, via Area Committees. This will enable Area Committees and residents to consider local priorities and service performance when tailoring service standards to match local need or to undertake local problem solving.
- The service scope of each subsequent wave of the Project is defined upon the basis of customer feedback through the Customer Services Network, feedback from Residents' Surveys, Area Committees, Ward visits and analysis of service requests via staff reporting line.

Current Interventions

- Performance reports produced and presented to each Area Committee. Reports were presented in January and March 2010 and will be presented to each area committee as required going forward. An RLS Issues Log is established and working to track local problem solving issues arising from Area Committee discussions and the service interventions to address the issues raised.
- Communication activity is underway to ensure the Council and local members receive recognition for the improved services. The communication is also designed to encourage residents to engage with Area Committees regarding local issues.
- Partnership working is underway particularly in respect of Gentoo in order to align neighbourhood activity and service standards where possible.
- Work is underway to identify the next wave of services to be included within the project.
- Any resource implications are in the first instance managed within existing budget provision or as part of the Medium term Financial Planning Process. Area Committees are also able to call upon their Strategic Investment Plan allocations to respond to local issues arising from service demand or, as was the case for the previous cycle, to address any issues coming forward from ward visits and the staff reporting line.

Options

A: Lead Agent: Mike Poulter City Services. Area Committee to continue to receive performance reports and information updates via the e-bulletin. Task and Finish

groups (including partners as required) set up to consider local problem solving as required. Align a percentage of the SIB budget to address local problem solving issues.

B: Area Committee to continue to receive performance reports and information updates via the e-bulletin.

10. Heritage in Washington

(To follow)