

EAST SUNDERLAND AREA COMMITTEE

AGENDA

Tuesday 26th June 2012 at 5.30pm

VENUE – Committee Room No. 1, Civic Centre

Membership

Cllrs E Ball (Chair), A Emerson (Vice Chair – People), L Scanlan (Vice Chair – Place), E Gibson, C Marshall, D Errington, M Mordey, T Martin, B McClennan, I Kay, B Price, A Farr, P Wood, M Forbes and P Maddison.

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* Denotes an item relating to an executive function

ELAINE WAUGH
Head of Law and Governance

15th June, 2012

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At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on MONDAY, 23rd APRIL, 2012 at 5.30p.m.

Present:-

Councillor Ball in the Chair

Councillors Emerson, Forbes, E. Gibson, Kay, McClennan, T. Martin, Mordey, Scanlan and Wood.

Also Present:-

- | | |
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| Sarah Abernethy | - Scrutiny and Area Support Officer, Sunderland City Council |
| Abdul Amin | - Youth Team Leader, Sunderland City Council |
| Andrea Baxter | - Senior Project Officer, Groundwork North East |
| Musawwir Choudhary | - Senior Policy Officer for Economy and Place, Sunderland City Council |
| Hazel Clark | - East VCS Representative |
| Gary Clasper | - Principal Planner, Sunderland City Council |
| Nonnie Crawford | - Director of Public Health, Sunderland TPCT |
| Paula Hunt | - East VCS Representative |
| Chris Johnson | - Manager, North East Sport CIC |
| Janet Johnson | - Deputy Chief Executive and Area Lead Executive, Sunderland City Council |
| Trish Lynn | - Operations and Performance Manager, SNCBC |
| Kevin Marquis | - Director, SES |
| Vivienne Metcalfe | - Area Community Coordinator, Sunderland City Council |
| Helen Peverley | - Area Response Manager (City Centre), Sunderland City Council |
| Bob Price | - Member of the Public |
| Nicky Rowland | - Area Response Manager (east), Sunderland City Council |
| James Third | - Community Relations Officer, Nexus |
| Nicol Trueman | - Area Officer, Sunderland City Council |
| Jeremy Wicking | - Media Officer, Sunderland City Council |
| Lisa Wilson Riddell | - Manager, Box Youth Project |

Chairman's Welcome

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for Absence were received on behalf of Councillor Errington along with Peter Curtis, Richy Duggan, Martin Robson, Tony Semley and Ian Warne.

Declarations of Interest

Annual Report

Councillor Kay declared a personal interest as a Council appointed Member of St Mark's Community Association and as a governor of St. Aidan's RC School.

Councillor McClennan declared a personal interest as a member of Chance.

Councillor Wood declared a personal interest as a governor of St. Aidan's RC School.

Strategic Initiatives Budget

Councillor Forbes declared a personal and prejudicial interest as a Council appointed Member of the Tyne and Wear Fire and Rescue Service

Community Chest

Councillor E. Gibson declared a personal and prejudicial interest as a Member of Friends of Doxford Park.

Councillor T. Martin declared a personal and prejudicial interest as a member of Sans Street Youth and Community Centre

Councillor Mordey Declared a personal and prejudicial interest as a council appointed member of Sunderland Orphanage and Educational Foundation.

Minutes of the Last Meeting of the Committee held on 19th March, 2012

1. RESOLVED that the minutes of the previous meeting held on 19th March, 2012 be confirmed and signed as a correct record.

East Sunderland Annual Report 2011/12

The Chief Executive submitted a report (copy circulated) which allowed Members to consider the Area Committee's Annual Report for 2011/12.

(For copy report – see original minutes)

The Chairman introduced the report and highlighted the work that had been done by the Committee over the last year as was detailed in the executive summary at the start of the annual report. There had been over £760,000 invested into the area by the Area Committee through SIB funding and by the Committees partners. £446,177 of SIB funding had been contributed to supporting the delivery of the priorities in the Local Area Plan and to help improve quality of life for local residents.

As part of the Cleaner and Greener Streets priority there had been a Walk and Talk programme delivered supported by £36,000 of SIB; this had led to over 175 issues being identified for action; there had also been the Love Where You Live Campaign which had seen over 20 events such as litter picking and graffiti removal taking place supported by over 60 volunteers from the East VCS Area Network.

£124,392 was allocated to the Employment, Enterprise and welfare advice priority to provide activity aimed at targeting families and people not in receipt of benefits; to date it had helped 30 people move into employment, 19 businesses start up and 177 people received access to welfare advice and support.

The Chairman then introduced Kevin Marquis from Sustainable Enterprise Strategies (SES) who would be providing an update on the work that had been done in the area by SES in relation to the Employment, enterprise and welfare rights priority.

Mr Marquis advised that SES had recently moved to its new premises at the Container City in Hendon. The organisation provided employment support for residents of the East Area who were unemployed but not in receipt of benefits; the project had started in July 2011 following an award of £75,000 of SIB funding to provide employment, enterprise and money advice. The project had been extended and would now be continuing until September 2012. There had been a significant promotional campaign with leaflets and posters being distributed to all community venues in the area in addition to being handed to shoppers at Morrison's in Doxford Park and Asda at Grangetown. Leaflets had also been distributed to households in the area.

Outreach provision continued to be available at locations across the area at locations including St Ignatius Job Linkage; SES Co-op centre; Community Link Shop, Villette Road; Chance Community Centre; Ryhope Community Association and Doxford Park Community Centre.

Trish Lynn then provided an update on the work that had been carried out by SNCBC; they had done work with families and since the project had launched in October 2011 they had helped 9 people into employment, 3 businesses to start up and had provided information, advice and guidance to 76 people.

On the Youth and Teenagers priority Nicol Trueman advised that there had been SIB funding of £50,000 allocated along with £25,000 from Children's Services. 11 groups had submitted applications as part of the call for projects

to deliver junior youth clubs in each of the five wards and to deliver positive activities during the school holidays. 5 organisations had been commissioned to deliver activities in July 2011; these were:

- The Box Youth Project, Doxford Ward
- Hendon Youth Initiative, Hendon and St. Michael's Wards
- St Mark's Community Association, Millfield Ward
- Blue Watch Youth Project, Ryhope Ward
- North East Sports, area wide.

Lisa Wilson Riddell provided an update on the work that had been done by the Box Youth Project. She advised that 241 children and young people had taken part in SIB funded activities and the new after school club on Fridays had seen 45 children under 13 attending; activities had included outdoor play, cookery, arts and crafts and sports challenges in addition to community work such as litter picks and charity work. There had been 4 local parents recruited as volunteers to assist with delivery of the junior programme.

Chris Johnson, Manager of North East Sports, presented an update on the work done by North East Sports. Mr Johnson advised that they were now based within the East Area as they had relocated to the Container City in Hendon. They delivered a wide range of activities which included:

- Delivering coaching qualifications to teenagers and NEETS
- Providing healthy holiday activities to children
- Working with schools to deliver quality physical education

New volunteers had been attracted to the project and they had won funding to enable them to train another 10 teenage volunteers and help them to achieve recognised coaching qualifications.

Andrea Baxter then delivered a presentation on the work done by Groundwork on the Championing the East project which had tackled antisocial behaviour in Hendon, focusing on secondary fires. It was a 2 year project and there was a partnership with the Council and Tyne and Wear Fire and Rescue Service to deliver the project using SIB funding. The project intended to create a network of local groups, organisations and Community Champions who would work together to prevent and tackle antisocial behaviour.

Councillor T. Martin commented that SES had a fantastic track record over the years. It was good to see that they were now based in the Container City; this was an excellent, innovative facility.

In response to a query from Councillor Forbes Mr Marquis stated that it was difficult for businesses to start up at the moment given the poor economic conditions; the people helped by SES had not encountered any problems beyond those faced by other people.

Ms Lynn added that the project had been a big change in the way services were delivered.

Mr Marquis then added that all of the groups involved were local social enterprises and that they often struggled to compete with the larger organisations when applying for funding or for the delivery of services.

Councillor E. Gibson stated that the money provided to the Box Youth Project had been money well spent; there had been a significant reduction in antisocial behaviour in Doxford and the area was now noticeably quieter. It was good that the young people involved were getting involved in doing community work; she thanked the staff at the project for their hard work.

Ms Wilson Riddell stated that the project had a commissioning contract with the youth development group and as part of this they had been able to recruit young people.

Councillor T. Martin stated that he had been involved with the Phoenix project for 2 years. This project had always been well attended by young people. He also stated that it was important to instil bin discipline into residents; there was a need to get the message across to residents about not leaving bins out except when they were being emptied.

Councillor Emerson commented that it was good to hear these success stories; there had been a lot of hard work done and the outcomes had been excellent.

Nicol Trueman, Area Officer, then presented the overview of the financial allocations for the year. There had been £404,986 of SIB funding allocated and £41,191 of Community Chest allocated; the funding had been split 79 percent proactive and 21 percent speculative funding bids, this was close to the 80/20 target and a huge improvement over the previous years. The proactive bids were for projects identified and developed by the area committee while the speculative bids were from organisations that had developed a project to meet an identified need. There were 29 ongoing projects and annex 2 of the report detailed the performance of these projects.

Vivienne Metcalfe, Area Community Coordinator, thanked everyone for their support of the Sunderland in 2012 programme. She asked that if anyone had any events taking place that they inform her so that she can attend in order to record the number of people from the area taking part. The swimathon had been a big success and it was hoped that the upcoming hula hoop event at Herrington Country Park would attract a number of residents from the area; she asked that anyone who was interested in taking part contact her outside of the meeting.

Councillor Mordey stated that he and other residents from the East Area had taken part in the zip wire event at the Stadium of Light.

2. RESOLVED that the content of the Annual Report and financial Performance Report be noted and agreed.

Community Action: Reviewing Progress and Agreeing Next Steps

Community Chest and Strategic Initiative Budget (SIB) – Financial Statement and Proposals for Further Allocation of Resources

The Chief Executive submitted a report (copy circulated) which allowed Members to consider the allocation of SIB and Community Chest funding to support initiatives which would deliver activities against the priorities for 2011/12.

(For copy report – see original minutes)

Nicol Trueman, Area Officer presented the report, taking Members through each application and answering questions from Members upon them.

Ms Trueman advised that there were 31 Community Chest proposals which were recommended to be supported and 2 which were recommended for refusal. There were 4 applications for SIB funding with 3 recommended for approval and 1 recommended to be deferred.

2. RESOLVED that:-
 - a. the financial statements as set out in annex 1 and 3 of the report be noted;
 - b. approval be given to the 31 proposals for funding from the Community Chest totalling £13,016 from the 2011/2012 budget as set out in annex 2 of the report;
 - c. the 2 proposals for Community Chest recommended for refusal be rejected;
 - d. The 3 applications recommended for approval for SIB funding as set out in annex 4 of the report be approved;
 - e. The application for SIB funding for Durham Heritage Coast Partnership be deferred until the new municipal year.

Influencing Practice, Policy and Strategy

Provision of XL Village Youth Activity

The Executive Director of Children's Services submitted a report (copy circulated) which provided Members with information on the current position in relation to the XL Youth Village provision and highlighted proposals for amendment to the delivery model in order to provide better value for money. The report also sought Members approval of the intended summer sites as proposed by the East Area Youth Task and Finish Group.

(For copy report – see original minutes)

Andrew Carton, East Locality Manager, presented the report and advised that the project had originally been started to tackle the problems raised in the March 2008 Fear of Crime survey. The aims of the project had included the

provision of highly visible, safe and attractive places for young people to spend their leisure time where they could be involved in a range of positive activities and to reduce antisocial behaviour. The full list of aims was detailed in paragraph 1.3 of the report.

The project was governed by an overall citywide steering group and five operational groups, one for each area, which met on a monthly basis and determined the locations for the provision.

There would be a new model of the delivery of the project commencing and this was detailed in section 4 of the report. In addition to the exiting provision for youth villages and the youth bus there would be a second youth bus provided and there would be a new scheme of detached youth work to establish relations with the young people and to provide support for the local community. In total in the East Area there would be 84 sessions a year with provision being provided on every Friday and Saturday for 42 weeks of the year.

There had been work to identify potential sites done by the task and finish group and they had identified Hall Farm and Mowbray Park as potential sites for the XL villages.

3. RESOLVED that:-

- a. The proposed changes to the delivery model be noted.
- b. The proposed sites for the XL Villages be agreed.
- c. A further report be received on the progress and outcomes of the project.

City of Sunderland Local Development Framework: Core Strategy Revised Preferred Options and Supporting Evidence Papers

The Chief Executive submitted a report (copy circulated) which offered Members the opportunity to be consulted on plans and strategies which were relevant to the area.

(For copy report – see original minutes)

Gary Clasper, Principal Planner, presented the report and delivered a powerpoint presentation detailing the work that had been carried out and the work that would be undertaken.

Work had commenced in 2005 with consultation taking place on the core strategy issues and options. Work had been undertaken continuously since then and adoption of the final plan was programmed for February 2014.

The core strategy would replace the Unitary Development Plan as was a long term planning document which would be in use until 2032. It would assist with the delivery of the Sunderland Strategy and the Economic Masterplan.

Since the work had commenced there had been changes to planning policy which had seen the removal of Regional Spatial Strategies and an emphasis on neighbourhood planning. There would be a duty to cooperate with neighbouring councils.

Within the East Area there would be work to regenerate the central area and city centre, including the development of the Vaux site. Major development would be taking place in Holmeside and Sunnyside; the port; south Ryhope and the Cherry Knowle site. Regeneration would be taking place in Hendon and the East End.

Councillor T. Martin welcomed the working with neighbouring authorities; there were some sites within the city which were owned by other councils and it was good that the councils would need to work together with these sites.

Councillor McClennan stated that it would have been better if the presentation had been more area focused. She asked that a more detailed presentation be brought back to the committee.

Janet Johnson, Deputy Chief Executive and Area Lead Executive, advised that the Core Strategy had been submitted to Cabinet the week before this meeting. There were no allocations plans as yet only assessments against the feasibility of delivering developments on sites over the next 5 years. If the committee wished there could be a session arranged during the next year to allow Members to see more detailed information on the subject.

Councillor Kay stated that Cabinet Members received regular updates on any developments; other Members did not receive as much information, only receiving the plans once they were completed. He felt that it would be beneficial to be provided with more detailed information on this matter.

4. RESOLVED that consideration be given to the information provided on the LDF.

The Chairman thanked everyone for their attendance and closed the meeting.

(Signed) E. BALL,
Chairman.

26TH JUNE 2012

REPORT OF THE CHIEF EXECUTIVE

Setting the Scene - Strengthening the Area Governance Arrangements

1.0 Purpose of the Report

1.1 To outline improved changes to the City Council's area governance arrangements and supporting practices, as part of the wider review of the Executive and Committee arrangements agreed by Annual Council on 16 May 2012.

2.0 Background

2.1 As Members are aware, the Area Committees were established to ensure improved service delivery at a local level in the context of value for money and more efficient, transparent and accountable decision making.

2.2 For a number of years the Area Committees have achieved this through taking the lead on the development and delivery of Local Area Plans. By working closely with council officers, partners and actively encouraging the participation of local residents the Area Committees have identified all main priorities for the improvement of the area and monitored the quality and effectiveness of services delivered by the council and other main providers in the area.

2.3 More recently and as part of the restructuring arrangements in the Council the Responsive Local Services Street Scene Service was set up which introduced the delivery of services including graffiti removal, fly tipping, litter, dog fouling, grass cutting and refuse and recycling at a local level and in a way that is responsive to local needs. The Area Committees have worked effectively to date with Street Scene staff to help to influence service delivery in their areas.

2.4 It is intended to increase the range of services delivered at a local level and in doing so develop further the role and capacity of Area Committees to support this devolution.

2.5 In practice, the Area Committees will have greater influence in the design, delivery and review of services delivered in, and on behalf, of their communities. The Area Committees will be placed at the heart of decision making and improved practical governance arrangements are being introduced, including the introduction of Area Boards for Place and People in each area.

2.6 In doing so, the Area Committees will have real, direct influence over local services and clearer, more direct local accountability, with a focus on action to ensure better outcomes for local people.

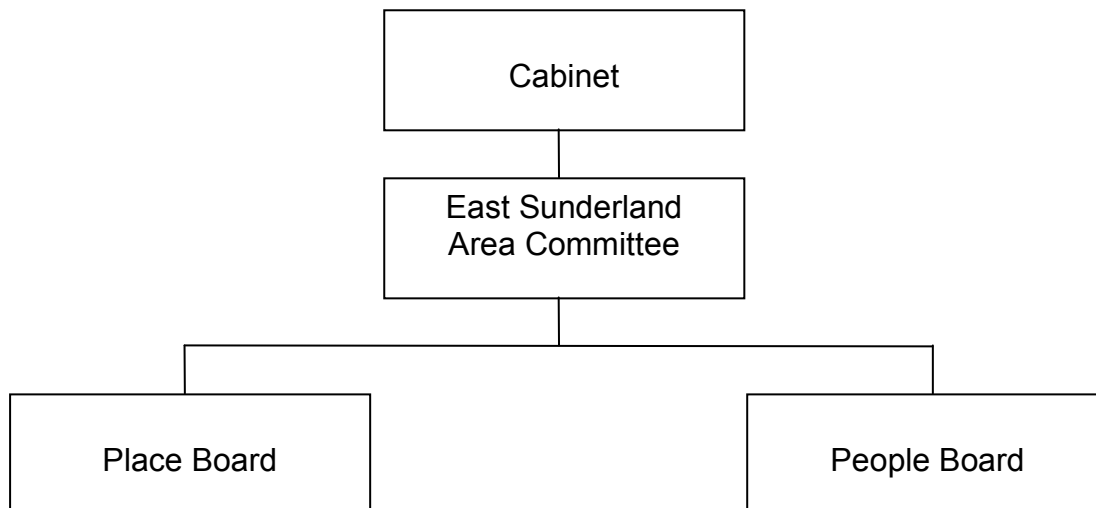
3.0 Area Governance Arrangements – An Enhanced Governance Structure and Improved Ways of Working

3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-

(a) Influencing decisions on services delivered at a local level; and

(b) Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensure maximum impact where necessary through utilising its own resources.

3.2 The establishment of Place and People Boards in each of the five areas has been introduced to support the Area Committees in delivering against agreed priorities, as illustrated below:-



3.3 Each Board will be chaired by one of the Area Committee's two Vice Chairs and have elected member representation from each of the Area's wards. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that these boards are not decision making bodies and the work / recommendations of the boards will be presented to the Area Committees for final endorsement. Elected member representation on those boards for this Area Committee is as follows:-

Ward	Place Board Membership	People Board Membership
Doxford	Cllr Errington	Cllrs Gibson and Marshall
Hendon	Cllr Mordey	Cllrs Martin and McClennan
Millfield	Cllrs Scanlan and Kay	Cllr Price
Ryhope	Cllrs Farr and Ball	Cllrs Emerson and Ball
St Michaels	Cllr Maddison	Cllr Wood

3.4 It is intended, however, that the boards are inclusive and open to any members to attend in a non-voting capacity.

4.0 Influencing the Delivery of Public Services at an Area level

4.1 Wherever possible the Area Committees will take decisions, shape and influence the delivery of public sector services at a very local level. In utilising elected members unique understanding of the communities in which they serve and putting the needs of residents at the forefront of decisions made, the Area Committees will continue to ensure that services delivered at a local level meet the needs of communities and quality standards are maintained.

4.2 There are a number of place based services currently delivered at a local level through 'Responsive Local Services – Street Scene' as identified earlier in paragraph 2.3 of this report, which include graffiti removal, fly tipping, litter, dog fouling and grass cutting, refuse collection and recycling, with the addition of parks, repairs and play inspection this year, 80% of place services will be delivered at a local level. The Area Committees will

now have much more of an influential role in determining how those services are now delivered through the work of the Place Board.

4.3 This change in approach will ensure that the Area Committees are continuing to engage with communities on their behalf and influence decisions on services to meet their needs at a local level, achieving better outcomes for local people with a more responsive approach to service delivery.

4.4 The role of People Boards is currently being determined and will be introduced from September 2012 onwards.

5.0 Meeting Management - Frequency of Area Committees / Boards

5.1 To allow the Area Committees the capacity to meet the challenges of this new way of working it is intended that Area Committees will meet five times a year.

5.2 The Area Boards will meet on a monthly basis and as such hold a minimum of two board meetings before each meeting of the Area Committees. The boards will be responding to the priorities referred to them by the Area Committee and in turn updating the Area Committee in relation to progress, requests for decisions / funding and the ability to undertake its influencing role as necessary.

6.0 Support Arrangements

6.1 The Area Committees will be supported by Keith Moore, Area Lead Executive, Nicol Trueman Area Officer and Matthew Jackson Governance Officer, in terms of how it develops and delivers on its area priorities.

6.2 In the short term, Charlotte Burnham Head of Scrutiny and Area Arrangements will support the Area Committee in the establishment of the Area Boards.

7.0 Impact on the Allocation of Strategic Initiatives Budget and Community Chest Grants

7.1 The Strategic Initiatives Budget (SIB) remains unchanged and continues to be a resource made available to the Area Committees' to allocate against agreed area priorities only. It should be noted that SIB city-wide applications are not permitted where they impact upon any more than two areas.

7.2 The Community Chest is a grant made available to ward members to allocate to community groups in their own wards, up to maximum of six wards. The three ward members will continue to make the decisions on applications at a ward level.

7.3 As the Area Committees will meet five times a year, a responsive decision making process is to introduced to ensure where necessary urgent decisions can be made in relation to SIB, Community Chest and Healthy Cities Fund applications.

8.0 Recommendations

8.1 It is recommended that the Area Committee:

- a) Receives the report outlining the improved changes to its operating framework and asks any questions felt appropriate; and
- b) Approves membership of the Place and People Boards as outlined in 3.3 of this report.

Contact Officer

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26TH JUNE 2012

REPORT OF THE CHIEF EXECUTIVE

Determining the Area Committee's Priorities for 2012 - 2013

1.0 Purpose of the Report

- 1.1 To determine the Area Committee's key areas of priority for the year ahead, which will form the basis of the Committee's Local Area Plan for 2012 - 2013.

2.0 Background

- 2.1 In 2011 the City Council agreed to refresh the Sunderland Strategy and identify ways in which to strengthen the strategy, both in its delivery and measurement of performance. One of the agreed improvements is the introduction of the City Council's Corporate Outcomes Framework. The Framework identifies how the City Council intends to support the delivery of the city outcomes and specifically focuses on the City Council's unique contribution to delivering those outcomes.
- 2.2 The review of the Local Area Plans and the Area Committees' priorities for 2012-2013 is integral to ensuring the delivery of those outcomes at a local level.
- 2.3 At the workshop held in May 2012, Members of the Area Committee considered data relevant to the area circumstances in the context of those emerging Corporate Outcomes. Members also brought to the discussions their own unique understanding of their communities which focused around:-
 - (a) Where the Area Committee could influence how services are delivered at a local level;
 - (b) How the Area Committee could impact upon the delivery of Corporate Outcomes at a local level; and
 - (c) To review the current activity delivered by the Area Committee and to determine whether it remained an area of priority to continue.
- 2.4 The priorities that began to emerge from the workshop were shared with residents at the State of the Area Debate and with Voluntary and Community Sector (VCS) partners through the representatives of the Voluntary Community Sector (VCS) Area Network. The results of the consultation are outlined later within this report.

3.0 Emerging Priorities

- 3.1 **Annex 1** identifies the proposed Local Area Plan and Area Priorities for the Area Committee's consideration identifying where the Area Committee proposed it could both influence and have impact on and as such what its priorities for funding might be for the year ahead.
- 3.2 In summary, proposed priorities for 2012-2013 are:-

People

1. *An area where everyone is healthy:* Address the main lifestyle causes of cancer: tobacco, alcohol and obesity by promoting awareness of the early signs and symptoms of cancer.
2. *An area with high levels of skills and participation:* To encourage schools to open up their facilities to the wider community to ensure the right mix of facilities for an area;
3. *An area which is, and feels, even safer and more secure:* Tackle crime;
4. *An area that ensures people are able to look after themselves:* Improve access to a range of information, advice and guidance.

Place

5. *An area which is attractive and modern:* Improve the visual appearance of main roads leading into the City Centre;
6. *An area which is responsible, well looked-after and adaptable to change:* Deliver a new and improved walk and talk programme to develop cleaner and greener streets; and
7. *A prosperous and well connected waterfront city centre:* Support the installation of the national coastal path.

3.3 The current priorities proposed not to continue as an area priority are:-

- 'Employment and Enterprise', however two commissioned projects will continue until December 2012, encouraging people into employment and enterprise and improving access to welfare advice, these are Sunderland North Community Business Centre, working with families project and Sustainable Enterprise Strategies, supporting people not in receipt of benefits;
- 'Youth and Teenagers', however five commissioned projects will continue to until June 2013 to deliver junior youth clubs and positive activities during school holidays, these are The Box Youth Centre, Hendon Youth Initiative, St Marks Community Centre, Blue Watch Youth Centre and North East Sports; and
- 'Public Transport, however it is proposed in the 2012-2013 work plan that Nexus consult Area Committee on the proposed quality controlled contracts.

3.4 The Area Committee will continue to monitor the quality and effectiveness of the projects listed above via the People Board.

3.5 It is proposed that consideration of the future role of the joint Eden Vale and Thornhill working group between East and West Sunderland Area Committee's is revised taken into consideration the new governance arrangements of Place and People Boards.

4.0 Consultation Outcomes

- 4.1 At the State of the Area Debate on 11 June 2012, residents were asked to identify their main priorities for action in the forthcoming year, considering the emerging priorities or whether there were more important issues mattered to them at a local level. Additionally the VCS Area Network representatives were asked for their views in helping the Area Committee to set their priorities for the coming year.
- 4.2 The event was an opportunity for residents to engage in discussion with officers, Members and partners about the issues facing them and their area. East Sunderland's State of the Area event was well attended and residents identified a number of key issues:-
- A number of concerns were raised with regards to bringing back derelict buildings into use, tidying up the appearance of buildings (shop fronts/public houses) by delivering artistic projects and taking enforcement action against A-Frame advertising and fly posting;
 - Unease over the Council's proposal to hand over responsibility for facilities, such as sports grounds, to clubs and users;
 - Problems with obstructive parking on pavements in general, but also in and around schools, specifically at school drop off and pick up times and in residential areas in and around the city centre by city centre workers;
 - Issue with litter not getting collected and weeds not getting sprayed;
 - Rumours around additional hostels being opened in the East End;
 - Acknowledgement of support from the Council on commissioned youth work contracts and how this model does work, however concerns expressed on short term contracts awarded, insecurity about future service provision and expecting to do more for the same amount of funding;
 - Issues regarding public transport, in particular removal of services number 38 and 42 ran by Go Northeast; and
 - Requested to continue to work to find appropriate mechanisms to get information, advice and guidance into specific sectors, remembering that online/self service options are not necessarily appropriate for everyone and given the expected impact of the welfare reforms, more help, advice and guidance is likely to be needed.
- 4.3 In addition, residents and stakeholders identified Tackling Crime and Cleaner and Greener Streets as the top two key priorities for 2012-2013 from the emerging priorities listed under 3.2.
- 4.4 East Sunderland VCS Area Network representatives met in May 2012 to consider and comment on the emerging priorities. The main issues and comments raised were:-

- Better use of local intelligence and interpretation, utilising the VCS and partners to inform, influence and impact on local service delivery. Also, a need to recognise and value the qualitative work of the sector and understand the impact on services if the VCS is not supported and sustained;
- Recognise the need for adult learners to be able to access both non-accredited and accredited learning opportunity in East Sunderland;
- Consider co-ordination of advice, information and support services relating to helping vulnerable people with daily living; encouraging independent living by older people or people with disabilities – linked to the personalisation agenda and how VCS provision is promoted and supported to be an active and vital partner;
- Ensure more people with life limiting conditions and carers are supported earlier to avoid intervention at crisis level;
- Use the VCS to support the delivery of an Area Events programme, delivered by local groups for local people, to encourage the area to be a good place to live in by promoting their community; and
- Ensure support for volunteers and capacity building of organisations to sustain the active and vibrant voluntary and community sector in East Sunderland.

4.5 Members may recall previous discussions around the public rescue equipment at Hendon Beach (**Annex 2 refers**), it is requested that this is considered along with other issues and comments raised by the VCS Area Network and State of the Area Debate outlined in paragraphs 4.2 to 4.4 when determining the priorities for the year ahead and the Local Area Plan.

5.0 Next steps

5.1 Following agreement of the priorities at tonight's meeting, the Area Committee will then be requested to determine the detail of the Local Area Plan's work plan for 2012-2013. It is anticipated a further workshop will be held with all Members of the Committee to confirm activity and actions to be referred to the relevant Place and People Boards as part of the strengthened area governance arrangements. Area Committee will also consider whether the Committee wishes to ring fence funding to support agreed priorities, actions and activity.

6.0 Recommendations

6.1 The Committee is requested to:-

- (a) Consider the issues raised by residents at the State of the Area Debate and the VCS Area Network and agree the priorities for 2012-2013 year ahead, which will form the basis of their Local Area Plan and
- (b) Agree to hold a further workshop to determine the detailed East Sunderland Area Committee LAP work plan for 2012-2013, as referred to in paragraph 5.1.

Background Papers

Sunderland City Council's Corporate Outcomes Framework
Feedback from the Councillors workshop: 25 May 2012
Feedback from the State of the Area Debate: 11 June 2012
Feedback from East Sunderland VCS Area Network
East Sunderland Area Committee's Work Plan 2011-2012
East Sunderland Annual Report 2011-2012

Contact Officer

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PEOPLE**East Sunderland Local Area Plan 2012 - 2013**

Corporate Framework and Outcomes	Outcomes and Area	What will East Sunderland Area Committee do?		Role for Area Committee
		Influencing role	Local Action	
<p>Corporate: A City where everyone is as healthy as they can be and enjoys a good standard of well being.</p> <p>Area: A Healthy East Sunderland: Contribute to ensuring East Sunderland has healthy outcomes and lifestyles.</p>	<p>Health inequalities: Improve awareness and communication via the People Board.</p> <p>i) Schools to help in raising awareness to parents around recognising the symptoms of drugs or alcohol use and promote current services available to families and users.</p> <p>ii) Encourage a more targeted approach in promoting healthy lifestyle choices with Black Minority Ethnic (BME) families.</p> <p>iii) Reduce the stigma of mental health by promoting 'real' stories of people who have/currently suffer and how they continue to be an active citizen.</p>	<p>Commissioning of projects through the Healthy City Investment Fund to address the main lifestyle causes of cancer: tobacco, alcohol and obesity by promoting awareness of the early signs and symptoms of cancer.</p> <p>Enhance relationships between Health and Wellbeing Board.</p> <p>Note: Mental Health Pathways is a scrutiny policy review topic.</p>	<p>NEW: Reducing cancer.</p> <p>IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.</p>	
<p>Corporate: A City with high levels of skills, educational attainment and participation.</p> <p>Area: Active and educated East Sunderland: Continue to Improve lifelong learning, volunteering and participation opportunities.</p>	<p>Rolled over from 2011-12 – People Board to lead on encouraging schools to open up their facilities to the wider community and report to Area Committee.</p> <p>Monitor commissioned work funded until June 2013 from 'youth and teenagers'.</p>	<p>Receive information on young people Not in Education, Employment or Training (NEET) and Troubled Families and Strengthening Families and consider if it is a priority and what added value and actions the People Board can address on behalf of Committee.</p>	<p>EXISTING: Opening up school facilities to the wider community.</p> <p>IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.</p>	
<p>Corporate : A City which is and feels even safer and more secure.</p> <p>Area: A Safer East Sunderland: Continue to ensure key partnerships and collaboration maintains the good results achieved.</p>	<p>Receive reports, from an area perspective, on domestic violence, tackling alcohol and drugs, anti social behaviour, hostels in Sunnyside to influence plans, policy and strategy from and to the Safer Sunderland Partnership.</p> <p>Influence mainstream resources and partnerships ensuring continued collaboration.</p>	<p>To continue working through the Crime Task and Finish Group and LMAPS ensuring local issues and problems are addressed.</p> <p>Note: Reducing offending, focusing on accommodation and domestic violence is a scrutiny policy review.</p>	<p>EXISTING: Tackling crime.</p> <p>IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.</p>	
<p>Corporate: Ensures people are able to look after themselves.</p> <p>Area: Cared for in East Sunderland: Contribute to safeguarding and promoting the welfare of East Sunderland's most vulnerable.</p>	<p>Independent Living: Encourage more people to live independent by promoting and raising awareness of services available, for example, the Sunderland's Telecare System or Gentoo's local handy man services for small jobs around the home, i.e. changing light bulbs via the People Board.</p>	<p>Improve access to advice, information and guidance to help people look after themselves requesting that the People Board investigate what's available, where and how, current satisfaction levels, barriers and propose recommendations for improvements.</p>	<p>NEW: Improving access to advice, information and guidance.</p> <p>IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.</p>	

PLACE

East Sunderland Local Area Plan 2012 - 2013

Corporate Framework Outcomes	Outcomes and Area	What will East Sunderland Area Committee do?		Role for Area Committee
		Influencing role	Local Action	
Corporate: An attractive modern city where people choose to invest, live, work and spend leisure time. Area: A vibrant East Sunderland. Promote high quality built and natural environments.		<p>Place Board to investigate the feasibility of introducing a selective licensing scheme in Millfield, reporting back to Area Committee.</p> <p>Local Development Framework workshop to be delivered to Area Committee members, providing an opportunity to influence use of land in the area e.g. residential housing, cycle routes.</p>	<p>Place Board to identify what building and land the Council have in the area. Where there is a justified business case, consider better usage of existing facilities or temporarily opening up land locked spaces to enable wider community usage.</p> <p>Monitoring and receiving information in recognition of any new issue being raised from influencing role/reporting.</p>	Strategic Influencing role.
Corporate: A responsible, well looked after city that is adaptable to change. Area: Desirable neighbourhoods in East Sunderland: Ensure neighbourhoods are environmentally sustainable and have the right mixed of facilities and services that meet the needs of local people. A strong sense of community.		<p>Report to be presented on lessons learned from Coalfields and North Sunderland Area Committees, on the work they have achieved and delivered in relation to allotments. Consider actions for the Place Board.</p> <p>Continue to refer local issues to Area Response Team and Place Board.</p>	<p>Place Board to deliver a walk and talk programme, learning lessons from last year.</p> <p>Improve the visual appearance and reputation of main roads leading into the City Centre, using current planning enforcement regulations, improve plantation/vegetation, for example, on roundabouts building fronts. Deliver an education and enforcement programme tackling: A-Frames advertising boards, selling cars on public footpaths, etc.</p>	<p>EXISTING: Walk and Talk Programme</p> <p>NEW: Visual appearance and reputation of the area.</p> <p>IDENTIFIED AS PRIORITIES FOR LOCAL ACTION</p>
Corporate: A well connected City. Area: A well connected East Sunderland: Continue to promote accessibility across East Sunderland and ensure transport networks meet local needs.		<p>Influence development of sustainable transport options through consultation on the Core Strategy.</p> <p>Consult with Nexus on Quality Controlled Contracts.</p>	<p>Place Board to investigate current broadband connections across the area, looking at residential and commercial premises and report back to Area Committee.</p>	Strategic Influencing role.
Corporate: A city where cultural identity and vibrancy act as an attraction. Area: East Sunderland's Cultural Identity: Continue to support activities and events which celebrate culture and identity.		<p>Influencing role with City Services to determine future strategy for managing local events and celebrations.</p>	<p>Continue to monitor and receive information relating to celebrations, events and activities and any new issues being raised throughout 2012.</p>	Strategic Influencing role.

ECONOMY

East Sunderland Local Area Plan 2012 - 2013

Corporate Framework Outcomes	Outcomes and Area	What will East Sunderland Area Committee do?		Role for Committee	Area
		Influencing role	Local Action		
Corporate: A new kind of University City. Area: East Sunderland's inclusive economy: More vibrant, creative and attractive, with a strong learning ethic, with the University of Sunderland at its heart.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 1 Delivery Board – University City.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 1 Delivery Board – University City.	People Board to encourage more young people to progress into college and university. Promoting progression routes, services and financial support available. Making further education a viable option for consideration for young people and families in East Sunderland.	Strategic role.	Influencing
Corporate: A national hub of the low carbon economy. Area: Use the opportunities offered by new low-carbon technologies to support economic growth.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 2 Delivery Board – Low Carbon Economy.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 2 Delivery Board – Low Carbon Economy.	Receive a report from the Port of Sunderland on the future plans for the port and consider any added value or actions relevant for the Place and People Boards .	Strategic role.	Influencing
Corporate: A prosperous and well connected waterfront city centre. Area: East Sunderland's position on the waterfront is an important part of its sense of place and enhances Sunderland's distinctive feature of being on a river and by the open sea.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 3 Delivery Board – Prosperous and connected water front.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 3 Delivery Board – Prosperous and connected water front.	Rolled over from 2011-2012, the Place Board to continue the delivery of the Coastal Path work plan. Monitoring and receiving information in recognition of any new issue being raised from influencing role/reporting	EXISTING: Coastal Path	IDENTIFIED AS A LOCAL PRIORITY FOR LOCAL ACTION
Corporate: An inclusive city economy – for all ages. Area: Address social exclusion, unemployment and the decline in younger people living and working in the area.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 4 Delivery Board – An inclusive city. Report to be presented to Committee, providing an area perspective on the impact of the welfare reform. Monitor commissioned work funded until December 2012 from 'employment and enterprise'.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 4 Delivery Board – An inclusive city. Report to be presented to Committee, providing an area perspective on the impact of the welfare reform. Monitor commissioned work funded until December 2012 from 'employment and enterprise'.	Receive a report on the Council's position on apprenticeship schemes and consider added value or actions for either Place or People Boards . Note: Apprenticeships and the Government's Work Programme is a scrutiny policy review topic.	Strategic role	Influencing

There is no legal obligation to provide safety equipment at Hendon Beach. Lifebuoys were removed in 1997 from the beach due the vandalism and subsequent maintenance issues. Tragically in the last six years two fatalities have occurred, in 2006 and 2008, at Hendon Beach.

A risk assessment at Hendon Beach was undertaken in 2004 as part of a wide ranging assessment of all open water locations. The assessment followed a standard Health and Safety Executive (HSE) pattern identifying those at risk together with the relevant activities, the identification of hazards, current control measures and further control measures.

The current advice based upon the 2004 Royal Society for the Prevention of Accidents (ROSPA) 'Safety on beaches guidelines' and Royal National Lifeboat Institution (RNLI) 'A guide to coastal public rescue equipment' published in June 2007 is adhered to.

A significant reason for not providing safety equipment is that there is no vertical drop into the water at Hendon Beach and access to the water is via a ramp which gradually declines into the water. The presence of large quantities of rock armour at Hendon Beach for sea defence purposes removes the vertical drop necessary for the use of such equipment.

In determining whether the use of PRE at Hendon Beach was viable, consideration was given to the use of such equipment by members of the public. It was acknowledged that there was a considerable risk factor during high tide conditions for any person attempting to use PRE and that incorrect use of such equipment could potentially endanger the rescuer by tempting them nearer to the water themselves. In addition, if a person in the water was able to hold on to an item of PRE, there is a risk that the rescuer would pull them back towards the promenade, directly into the rock armour causing unintentional severe critical damage to the person.

Improvements have been made, including the removal of a Northumbria Water water pipe, the installation of railings along the promenade and improved signage to Hendon Beach from Commercial Road to allow access for emergency vehicles.

Subsequently, in May 2007 and September 2008 further assessments were completed as part of a water safety review using the newly published RNLI Beach Assessment, along with an addition independent assessment by a specialist in water safety in September 2010.

The assessments concluded that the findings of and control measures remained appropriate, suitable and sufficient.

A site visit took place in 2011 with Cllr T Martin, Cllr Ball, Cllr Kelly, Portfolio Holder for Public Health, Wellness and Culture and Officers from the City Services Directorate. Discussions following the site visit concluded that the City Council's decision not to install PRE at Hendon Beach should remain in place.

It was agreed during the site visit that weekly inspection concerning PRE would happen, PRE equipment would be installed in all emergency vehicles and water education sessions would be delivered to schools, all of which are continuously ongoing.

EAST SUNDERLAND AREA COMMITTEE
26th JUNE 2012
EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Community Chest and Strategic Initiative Budget (SIB) - Financial Statement and Proposals for further allocation of Resources

Author(s):

Chief Executive

Purpose of Report:

This report requests the Area Committee to consider of proposals for the allocation of the Strategic Initiatives Budget (SIB) and Community Chest to support initiatives that will deliver activity against priorities for 2012-2013.

Description of Decision:

The Committee is requested to approve the following from the 2012-2013 budget:

Annex 1:

- Approve 22 proposals for support from the 2012-2013 Community Chest. All projects total £13,620 and defer one application for support.

Is the decision consistent with the Budget/Policy Framework?

Yes

Suggested reason(s) for Decision:

SIB is a budget delegated to the Area Committee in order to commission activity that delivers actions against the key strategic priorities identified in the Sunderland East Work Plan. Its main purpose is to benefit the local community and to attract other funding into the area.

The Area Committee has a budget of £277,456 for 2012-2013. £8,066 will be rolled over from 2011-12 along with £31,413 Healthy City Investment fund, leaving a balance of £316,935 to allocate against area priorities outlined in the Local Area Plan 2012-2013.

The Community Chest forms part of SIB, of which £250,000 is available for the scheme in 2012-2013 across all wards. £10,000 is available for each ward (Doxford, Hendon, Millfield, Ryhope and St Michael's) in addition, £5,617 was carried over from previous years, making this years total balance £55,617.

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 Scrutiny Committees:

26th JUNE 2012

REPORT OF THE CHIEF EXECUTIVE

Financial Statement and Proposals for Funding

1. Purpose of the Report

- 1.1 The Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Work Plan 2012-2013, with the overall aim to benefit the wider community and to attract other funding into the area. This report provides a financial statement as an up date position on progress in relation to allocating SIB and Community Chest.

2. Community Chest

- 2.1 Members are requested to note the financial statement for Community Chest, as shown below.

Community Chest: Financial Statement 2012-2013

Doxford Ward Budget	£10,238			
Project	Approval Date	Income	Allocation	Balance
Membury Close Jubilee Party	21.5.12		£240	£9,998
Silksworth Residents Association	21.5.12		£300	£9,698
Remaining balance				£9,698

Hendon Ward Budget	£10,000			
Project	Approval Date	Income	Allocation	Balance
Hedworth Court Social Club	21.5.12		£250	£9,750
Remaining balance			£250	£9,750

Millfield Ward Budget	£14,389			
Project	Approval Date	Income	Allocation	Balance
Sorley Street Jubilee Party	21.5.12		£200	£14,189
Remaining balance			£200	£14,189

Ryhope Ward Budget	£10,510			
Project	Approval Date	Income	Allocation	Balance
Look Wider Project	28.3.11	£57		£10,567
Remaining balance				£10,567

St Michaels Ward Budget	£11,410			
Project	Approval Date	Income	Allocation	Balance
Remaining balance				£11,410

2.2 There are 22 applications recommended for approval, totalling £13,620, as set out in **Annex 1**.

2.3 Defer one application from Sunderland Thai Boxing Club.

3 Strategic Initiatives Budget (SIB)

3.1 Members are requested to note that the Area Committee has a total of £316,935 to allocate against area priorities outlined in the work plan for 2012-2013.

3.2 There are no applications to present to the Area Committee for discussion.

4 Recommendations

4.1 The Area Committee is requested to:

(a) Note the financial statement set out in 2.1 and 3.1; and

(b) Agree to approve 22 Community Chest applications, as set out in **Annex 1** and defer one application from Sunderland Thai Boxing Club.

Background Papers: Community Chest Applications
 Community Chest Schedule
 Feedback from panel meeting 13 June 2013

Contact Officer: Nicol Trueman, Area Officer (East Sunderland)
 Tel: 0191 561 1162 Email: Nicol.trueman@sunderland.gov.uk

East Sunderland Area Committee – 26th June 2012 – Community Chest

Ward	Organisation and project proposal		Budget for 2012-13	Project proposals	Expenditure to date	Balance remaining
Doxford	Silksworth Banner Group – Contribution towards the hire of a coach and band for Durham Miners Gala.	£1,100				
	Doxford Park Parent and Toddler Group – contribution towards minibus hire and a day out at Adventure Valley.	£926				
	Totals		£10,238	£2,026	£240	£7,972
Hendon	Friends of Mowbray Park – Contribution towards a construction of a statue, subject to planning permission.	£1,000				
	Sunderland Maritime Heritage – Contribution towards a shipbuilding event.	£240				
	Sunderland MIND – Contribution towards Summer activities programme.	£750				
	Friends of Drop in for Asylum Seekers and Refugees – Contribution towards purchase of IT equipment.	£263				
	Hendon Young Peoples Project – Contribution towards catering and trophies, excluding costs of alcohol.	£264				
	Sunderland Empire Theatre Trust – Contribution towards Hendon children benefiting from the Summer stage experience.	£200				
	Pallion Action Group – Contribution towards a visit to an international youth meeting in Germany.	£674				
	Totals		£10,000	£3,391	£250	6,359
Millfield	Sunderland Cardiac Support Group – Contribution towards hiring a gym.	£600				
	The Angelus Luncheon Club – Contribution towards transport costs.	£500				
	Sunderland Empire Theatre Trust – Contribution towards Millfield children benefiting from the Summer stage experience.	£200				
	Friends of Drop in for Asylum Seekers and Refugees – Contribution towards purchase of IT equipment.	£263				
	Totals		£14,389	£1,563	£200	£12,626

Ryhope	St Patrick's RC Primary School – Contribution towards a refurbishment of a library.	£1,337				
	Sunderland City Council – Contribution towards traffic management costs to deliver Ryhope Miners Banner Parade.	£650				
	Ryhope Infants School – Contribution towards enhancing the Community Garden, subject to ward Councillors receiving an invite to view the garden.	£1,000				
	Totals		£10,567	£2,987	£0	£7,580
St Michaels	Exchange and Change – Contribution towards IT equipment, software and training.	£1,500				
	Bishopwearmouth Ladies Probus Club – Contribution towards a Diamond Jubilee event.	£295				
	Sunderland Piano Society – Contribution towards venue and concert recitals costs.	£960				
	33rd Sunderland St Nicholas Brownies – Contribution towards resources and cake making workshop.	£485				
	SSAFA Forces – Contribution towards Big Brew Up coffee morning.	£150				
	Friends of Drop in for Asylum Seekers and Refugees – Contribution towards purchase of IT equipment.	£263				
	Totals		£11,410	£3,653	£0	£7,757
Totals			£56,604	£13,620	£690	£42,294