

Foreword

At the beginning of this financial year Sunderland East Area Committee set out its priorities for the year ahead and developed a Work Plan for 2010/2011 to monitor actions against these priorities. Those priorities included increasing employment and enterprise opportunities, identifying gaps in youth and play provision, reducing Anti Social Behaviour (ASB) and increasing confidence levels and delivering Responsive Local Services. The Committee invested a grand total **£953,277**, by awarding grants via area funding streams and attracting external funding, making in roads to improve the quality of life for local residents, although we recognise there is always room for improvement.

Throughout 2010/11, we have worked hard to ensure that we get value for money and maximum benefit from our resources. We have allocated funding to organisations which helped deliver the priorities outlined above. 52% of the Strategic Initiatives Budget (SIB) has been successfully allocated to those key priorities, which is an improvement of 42% on last year, which shows great progress, however we need to reach 80% which I'm confident we will. When awarding grants we focused on partnership working, which has ensured residents and the Voluntary and Community Sector (VCS) have helped to deliver local activity. This, in turn, has encouraged a wide range of organisations to support the work of Area Committee. Good examples of this successful partnership approaches include the work delivered by the East Youth Task and Finish group and Operation Ironclad.

The Youth Task and Finish group delivered a pilot between elected members and young people, completing joint road show surgeries in local schools and youth clubs. The road shows highlighted to elected members that young people share the same concerns as adults when it comes to their communities, for example, dog fouling, crime, etc. The Group established a successful Youth Tier Model. The model was used to assess the impact to the community, due to the reduction in funding which provided activities to young people. This model is being rolled out across the four Area Committees by Children Services. A priority identified by the model was to provide additional activity during school holidays and establish Junior Youth Clubs across the East, in addition to the 'youth core offer'. To enable action against the identified gaps the Committee have been the first to combine SIB with a grant from Children Services providing a total of £75,000 to allocate.

Operation Ironclad, led by Northumbria Police, helped reduce Anti Social Behaviour (ASB) levels across the area, with Area Committee receiving regular updates on statistics and results from the Police and Fire Services. This method of receiving statistical information is being adopted by other Area Committees. During the operation additional police and Community Support Officers (CSOs) were deployed to the City Centre over the busy festive period. They provided a highly visible and reassuring presence to the Christmas shoppers during the day and those enjoying our City later in the evening. December 2010 enjoyed the lowest levels of crime in the City Centre for 6 years. Central Neighbourhood Police team, which includes all of St. Michaels and Millfield ward and part of Hendon, provided a dedicated presence in and around Mowbray Park, particularly during the long warm summer evenings. The officers provided a highly visible and reassuring presence to families who enjoy the Park. The operation was also designed to support our City's entry in the 'Britain in Bloom' contest, with the City being awarded 'Best Large City'. Reports of ASB have reduced by 8% in the Mowbray Park area during the period of the operation. Anecdotally the officers received strong support from members of the community who enjoyed the park and welcomed an additional uniformed presence at key times. In addition, the existing taxi marshalling operation covering the weekend was extended to cover the popular Monday night in Sunderland City Centre.

Area Committee has a key role in influencing service delivery to ensure the specific needs of the local area are met. Over the last year, we have worked to inform and influence the Responsive Local Services (RLS) project and are now pleased to see the project moved into a key service delivery area responding to local need, within City Services, Streetscene. The Sunderland East area now has a dedicated team of officers working in the area to tackle issues such as litter, graffiti, refuse, grass cutting, dumping of waste and dog fouling. Already residents are seeing the difference and improvement made to services delivered by Area Response Managers (ARMs) and their teams, and a number of compliments and positive comments have been received.

Other key achievements I would like to acknowledge include:

- Being the first Area Committee in the City to Call for Projects to come forward, with a budget of £125,000 to increase employment and enterprise activity in the East.
- Massive environmental and safety improvements made to Ryhope Beach and Dene, as well as Hendon Promenade.
- The mini Olympics event delivered by East VCS Area Network.

Sunderland East Area Committee has also ensured a 'Ward' approach to developing solutions to local issues. Wards have been proactive focusing the Strategic Investment Plan (SIP) funding made available this year to drive forward locally based projects and initiatives.

For the first time Area Committee established Task and Finish groups. These groups were established against priorities to deliver action outside of meetings. I'll like to thank all the Councillors, partners and officers who meet up outside of Area Committee and worked hard over the last twelve months to make sure Committee made a difference in the area, and also to the Vice Chair for his support.



Cllr Ellen Ball, Sunderland East Area Committee, CHAIR

Introduction

One of the key aims of Area Committee is to strengthen local democratic accountability through empowering locally elected members to take decisions, shape and influence the delivery of local public sector services in the local area and develop and monitor improved services for the benefit of the local community.

In April 2010, it was agreed that Area Committee would select a limited number of priorities on which to base its work plan for 2010/11. Using evidence collected from members, officers and partners and the results of resident and community surveys and feedback, a number of key issues were highlighted and presented to Committee to select the key issues where Area Committee could influence service delivery to support improvements in the area and bring added value. To support the achievement of area priorities Area Committee have a delegated budget to allocate against the selected priorities and provide solutions to local problems.

At the May 2010 meeting it was agreed that Sunderland East Area Committee would focus its efforts where it can make a real difference and 4 key priorities, 1 reserved priority for 2010/11 were identified. This report provides a summary of the key achievements, service improvements and budget allocation (for the year 2010/11) against the key priorities of:

- Increasing opportunities in employment and enterprise
- Identifying gaps in youth and play provision
- Reducing Anti Social Behaviour (ASB) and increasing confidence levels in the community
- Deliver responsive local services
- Transportation(Reserved)

During this exercise it was recognised that there is a need to consider other cross cutting areas of work, e.g. equality and inclusion and community engagement, whilst delivering action against the priorities.

New issues emerged throughout the year and were discussed by Committee at each meeting. It was agreed to add the following to the work plan:

- Hendon and Ryhope Working Groups
- Greenspace Topic paper, under the Local Development Framework

The tables below provide an overview of funding awarded against each priority and the output results compared to 2009/10. The results clearly show an overall improvement against all outputs.

Table 1: Indicates the total amount of SIB and SIP awarded against priority

Priority	SIB and SIP awarded
Increasing opportunities in employment and enterprise	£140,000
Identifying gap in youth and play provision	£56,101
Reduce ASB, increase confidence levels	£126,466
Deliver responsive local services	£0
2009-10 priorities	£292,947
Community Chest	£53,857
Total	£953,433

Table 2: Overall outputs delivered during 2010-11: SIB/SIP

Action/Output	2010/11	2009/10
A1: number of new or improved community facilities	61	0
A2: number of people using new/improved community facilities	485	0
A3: number of VCS groups supported	75	0
A4: number of programmed work/improve appearance of street:	6	0
A5: number of feasibility studies completed	2	0
A6: number of community events held	65	0
H1: number of people benefiting from healthy lifestyle projects	765	200
H2: number of people engaged in sports	473	200
H3: number of older people supported	362	
L1: number of people receiving job training	1	
L2: number of people accessing advice and support	116	
L7: number of additional youth sessions provided	210	144
L8: number of additional young people engaged in activity	456	240
P1: number of people into full time employment	8	0
P2: number of jobs safeguarded	9	0
P3: number of people in voluntary work	45	0
S1: number of facilities with improved security	2	1
S4: number of victims of crime supported	211	0
S5: number of young people involved in diversionary activity	575	0

This report also provides information on the governance and operation of Area Committee meetings, including attendance, satisfaction and community involvement levels.

Key Priority: Increasing opportunities in employment and enterprise

Key Statistics

Unemployment Statistics (Source TWRI)

Ward	RAG	Mar 11	Feb 11	Jan 11	Dec 10	Nov 10	Oct 10	Sep 10	Aug 10	Jul 10	Jun 10	May 10	Apr 10
Doxford	0.2	4.6	4.4	4.5	3.8	4.2	4.3	4.5	4.7	4.4	4.7	4.6	4.4
Hendon	0.4	18.9	19.0	19.9	19.9	19.8	19.6	19.9	19.7	19.5	19.8	20.6	19.3
Millfield	0.5	7.7	8.1	8.3	7.8	7.6	8.0	8.2	8.2	8.2	8.5	8.8	8.2
Ryhope	1.4	5.9	6.5	6.9	6.6	7.0	7.1	6.9	6.9	7.1	7.6	7.8	7.3
St Michaels	0.2	6.5	6.7	7.2	6.6	6.6	7.0	7.0	7.3	6.9	7.0	7.1	6.7
City	0.5	7.1	7.2	7.5	7.2	7.2	7.2	7.2	7.3	7.3	7.3	7.7	7.6

We know that across Sunderland East unemployment levels are lowest in Doxford ward and highest in Hendon ward. The City average over the year is 7.3%. Millfield and St Michaels are also higher than the City average. Unemployment reduced in Ryhope by 1.4%.

The place survey 09-10 tell us that Job Prospects is a major concern for East residents (40%), an increase of 17% on last year.

What we set out to do

- Investigate and research good practices that have given access to employment and enterprise opportunities in the most disadvantaged neighbourhoods.
- Increase opportunities in employment and enterprise.

Achievements Delivered

- Established a joint Task and Finish Group, made up of Councillors, East Voluntary and Community Sector (VCS) Area Networks and Officers representation.
- Aligned £125,000 SIB against the priority. In January 2011 agreed to invite statutory and voluntary and community sector (VCS) organisations to submit ideas against two projects:
 - Project one: Working with Families: Budget £50,000
 - Project two: Providing support to people not if receipt of benefits: Budget £75,000
- Prevented a local community group from closing down. In addition, to enhancing service delivery and retained eight members of staff in employment, with a further eight people taken up volunteering.

CHANCE Running costs	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of jobs safeguarded	8	8		£10,298	£11,390	(11%)
No. of people employed in voluntary work	8	8				

Revenue funding was awarded for running costs of the centre, with match funding being secured to deliver activity. The project has extended their opening hours for the centre and retaining eight members of staff in employment. A further eight people have taken up volunteering at the project. CHANCE now offer out of school activities, two nights week and have a growing youth and play provision, focusing on the environment, decision making, participation and culture.

The spending profile is slightly above the target, but the organisation has explained that this is due to some invoices for running costs being half yearly and not quarterly and therefore will balance itself out.

No concerns about the project to report.

Ryhope Community Association - People Power	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people using new community facilities	25	85	240%	£24,000	£22,969	4%
No. of VCS groups supported	20	51	155%			
No. of project feasibility studies funded	2	2				
No. of community or educational events held	4	4				
No. of older people receiving support	50	157	214%			
No. of people accessing improved advice and support	75	102	36%			
No. of people employed in voluntary work	15	22	47%			

Revenue funding was awarded to employ a Community Development Worker. The project has exceeded the outputs and is proving to be successful. The project supports the delivery of the Sunderland East Local Area Plan. The worker also is co chair of East VCS Area Networks and co-ordinates the East Area Forum and Ryhope Community Forum. 22 people having taken up volunteering at the project and 259 people and 51 VCS groups have received support.

No concerns about this project.

Community Involvement

- Consultation with Sunderland East VCS Area Network
- Representatives from Job Linkage, Etec and SES, acting as the voice of East VCS Area Network
- Back on the Map Succession Arrangements
- Assisting People into Work and Enterprise Reviews
- Learning Partnership: Local Enterprise Partnership and position statement for apprenticeships. Working Neighbourhood Strategy Project Level Evaluations, evidencing models of good practice.

Key Priority: Identifying gaps in youth and play provision

Key Statistics

- Estimated number of children and young people who reside in the East area, aged between 8-19 years old is 7,805.
- Estimated 5,159 (66%) children and young people who are engaged in some form of service delivery.
- The Council have recently awarded five ward contracts and 1 city wide youth provider contracts across the East area enabling provision of a minimum of three youth sessions per week across each of the five wards.

- The Place Survey 09-10 highlighted that residents feeling teenagers hanging around in the street is a very/fairly big problem in the East area which was slightly below the Sunderland average, but it had increased 7% since 08-09.
- The Place Survey 09-10 highlighted that 46% of residents felt that activities for teenagers need improvement, which is down 7% from 08-09 and under the Sunderland average of 52%.

What we set out to do

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

Achievements Delivered

YOUTH PROVISION:

- Established a joint Task and Finish Group, made up of Councillors, East Voluntary and Community Sector (VCS) Area Networks and Officers representation. At an East level the group;
 - Evaluation and feedback report on XL youth villages.
 - Identified the needs of young people, future gaps in funding streams and service provision.
 - Identified what existed currently, what would remain post March 2011, which indicated the estimated reduction in funding and hours.
 - Assessed the impact of the reductions to the communities across the East.
 - Prioritised the gaps based on the impact on the community.
 - § Activities during school holidays
 - § Junior work, 8-12 year olds
 - Presented and agreed a Youth Area Action Plan to deliver actions to support and increase the number of children and young people involved in positive activities.
 - Children Services to commission contracts based on Area Committees recommendations to deliver activities during school holidays and Junior Work for 8-12 year olds, from their Directorates budget of £30,000.
 - Aligned £50,000 SIB against the priority. Call for Projects.
 - Delivered Joint Youth and Elected Members Roadshow Surgeries, in each of the five wards.
 - Youth Tier Model and approach designed by the Group to be rolled out across the City.

PLAY PROVISION:

- Area Committee received an update on the review of the Play and Urban Games Strategy (PUGs).
- Agree the priorities for future investment in the East area.
 - The areas of land at Burdon Lane near to the Ryhope Engine Museum and (J19) at Blyton Avenue/Wraith Avenue are agreed for further work to take place to assess feasibility.
 - Refurbish and add value to play facilities in Backhouse Park, via section 106.

More locally, significant progress has been made and this is evidenced in the performance table below. Note C&YP = Children and Young People, MUGA = Multi Use Games Area, DUGA = Dual Use Games Area

Sunderland East	2004-2006	2007- Spring/ Summer 2010	Total
Total number of play facilities in the area = 16			
Number of new play areas Box Youth MUGA, Beechbrook, Ryhope DUGA, Hudson Road, Grangetown, St Matthews Field, Ryhope Rec –Play, Diamond Hall	2	6	8
Number of refurbished play areas Backhouse Park, Ryhope Rec MUGA, Mowbray Park Play, Mowbray Park kick about	1	3	4
	As at April 2007	As at April 2010	
Percentage of C&YP with access to high quality play 1km	21%	76%	
Investment	£127,700	£867,903	£995,603
Number of C&YP consulted		882	882
Number of VCS organisations engaged		3	3
Lets Play celebration events		2	2
Key highlights <ul style="list-style-type: none"> • Extensive development of St Matthews Field with supporting road safety measures. • Two MUGA at Ryhope and adjacent to Box Youth Club. • Gaps in play provision reduced in Hendon and East End by developments next to Hudson Road and Grangetown Primary Schools. 			

Other achievements delivered which complemented priority

Blue Watch Youth Project Youth Support Worker	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people benefiting from healthy lifestyle projects	120	125	4%	£12,226	£12,332	(0.9%)
No. of young people benefiting from youth inclusion/diversionary project	60	66	10%			
No. of additional young people engaged in youth activities	40	49	23%			
Revenue funding was awarded to employ a dedicated worker to deliver a project aimed at reducing the misuse of alcohol and illegal substances amongst young people in the Ryhope and Grangetown area. The worker has made links with statutory and VCS specialist across the area and have use different methods of engagements, ranging from, 1-2-1 surgeries to establishing an allotment site at the Centre making positive contacts with the neighbouring Ryhope allotment members, creating a cross generational project.						
Although the spending profile is slightly more than originally projected, the outputs have been exceeded. There are no concerns to report about the project.						
St Aidans RC Secondary School Community Learning Centre	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of new or improved community facilities and equipment	1	0	(100%)	£27,000	£0	100%
No. of people accessing improved advice and support	35	0	(100%)			
No. of additional youth sessions been delivered per week	3	0	(100%)			

No. of new additional young people engaged and participating in youth provision	25	0	(100%)			
<p>Capital funding was awarded to deliver a one-off capital project to support a building extension positioned at the main entrance, allowing members of the public access during the day, night and weekend, enabling local providers to delivery community learning and youth activities in the heart of St Michaels Ward.</p> <p>There was a delay in securing the match funding during 2010 to complete the work. However, the school confirmed that it has now been secured. The works will be completed in August 2011 during the Summer school holidays, as it will cause the least disturbance. The school will also provide Committee with an evaluation report by September 2012, outlining the success and difference the community room has made to the area.</p>						
Tyne and Wear Fire and Rescue Phoenix Project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
S5 No of young people benefiting from youth inclusion/diversionary projects	25	22	(12%)	7,456	7,554	(1.3%)
<p>Revenue funding was awarded for running costs to deliver Phoenix Respect (L2) and Advance Course (L3), with Youth Offending funding Phoenix (L1). The project has received regional and national accolades and awards. Other Fire and Rescue authorities are adopting the model to roll out in their areas.</p> <p>The target has slighted under performed on the outputs and overspent slightly.</p>						
The Olympian Boxing Club Regeneration Project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people engaged in sports activity	250	412	65%	£25,645	£25,645	
No. of additional youth sessions been delivered per week	4	3	(25%)			
No. of additional young people engaged and participating in youth provision and engaged in sports	250	342	37%			
<p>Capital funding was awarded to improve a derelict building in Ryhope. The award provided roller shutters to improve security, a new heating and water systems, and new gym equipment, providing a fully functional community asset. The Club have received high profile in the local press. Attendance rates exceed the target projected. The Club provide sessions on fitness development around: well balanced diet, nutritional advice, rest, hydration, boxing techniques both contact and non contact to all ages groups, male and female participants.</p> <p>The Club do not deliver four sessions a week, due to volunteers capacity. However the Club has exceeded the expected targets for attendance and participation figures.</p> <p>Although extra support had to be given to the Lead Agent with completing paperwork, as it was the Club's first grant award, the project has been successful implemented.</p>						
Hendon Young People's Project Roof repairs	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of people using new or improved community facilities	1	1		£4,289	£2,438	43%
<p>Capital funding was awarded to repair a section of the roof. The project is now fully achieved on outputs and milestones and complete, with £1,851 to be returned to budget.</p>						

Family Impact Services Ear for You	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
L2 No. of new young people engaged and participating in	30	25	17%	7,150	7,150	
<p>Revenue funding was awarded to employ a part time work to deliver a specialist service to children and young people. The service offers one to one support for children and young people who have/are experiencing bullying issues, or other social issues (eg domestic violence, family breakdown, sexual abuse or family substance use).</p> <p>The reason the project has not reached its expected target, is the level of support needed has been extremely high as the young people problems referred into the project have been complicated. However, the organisation is confident that it will catch up during Q1 in 2011.</p>						
Education Business Connections Community Leaders of the Future	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A3 Number of community/voluntary groups supported	1	0	100%	£5,820	£2,134	63%
P3 Number of people employed in voluntary work	30	0	100%			
S5 Number of young people benefiting from youth inclusion/diversionary project	30	0	100%			
<p>Revenue funding was awarded to develop young people's readiness and employability skills, foster a sense of entrepreneurship and an understanding that volunteering makes a real difference to everyday life across the City and that young people can be positive about giving freely of their time and energy as a preparation for adulthood and citizenship.</p> <p>The project was due to commence within a local secondary school in September 2010, but did not. All five secondary schools were approached with an offer to deliver the project within their school. No schools were interested. In February 2011 the group were advised that due to the fact no schools were interested in participating the grant may have to be returned to budget, but for an informed decision to be made the group were asked to indicate the proposed changes by amending the original application, highlighting the changes. It was identified that the changes constituted a significant change in the outputs, funding and time plan, and therefore the Area Committee would need to make a decision on recouping the grant or reducing the original total, allowing the project to still be delivered. In March 2011 the organisation informed the Area Officer that Thornhill School were willing to participate in the project. On the 28 March 2011, the item was outlined in a Committee report. Unfortunately the meeting was not quorate. A discussion could not be held on how to progress the matter.</p> <p>The report is presented again under the financial report for Committee to consider options against this project.</p>						

Community Involvement

- Consultation with Sunderland East VCS Area Network
- Representatives from Hendon Young Peoples Project, Sans Street Youth and Community Centre and The Box Project acting as the voice of East VCS Area Network
- Consultation with Lambton Street Youth Centre, Young Asian Voices and Blue Watch Youth Centre.
- Thornhill School, Southmoor School, St Marks Youth Centre, Venerable Bede School provided venues for the road show surgeries.

- Northumbria Police, Neighbourhood Policing Team activity participated and engaged in the Task and Finish Group

Key Priority: Reducing Anti Social Behaviour (ASB) and increasing confidence levels in the community

Key Statistics

- § Within the East area, 23% of residents feel unsafe in their local area, compared to a citywide average of 18% (residents survey)
- § Sunderland East residents are most likely to see ASB as a problem (25.9%) compared with the City as a whole (22.2%) with a significant reduction in the percentage of residents in the area who agree the police and local public services are dealing with ASB – from 36% in 08-09 to 29% 09-10 (place survey 2009-10)
- § From the table below, we know ASB is reduce but unfortunately the perception of crime remains high.

Number of Antisocial behaviour incidents reported at a ward level.

	April_June10	July_Sep10	Oct_Dec10	Jan_March11	Total
Doxford	164	127	145	70	506
Hendon	641	608	448	309	2006
Millfield	666	635	619	417	2337
Ryhope	262	235	184	132	813
St. Michael's	411	458	369	315	1553
Area					7215

What we set out to do

- Reduce ASB
- Increase confidence levels in the community

Achievements Delivered

- Established Joint Police and Elected Members meetings.
- Councillors representative on all four Local Multi Agency Problem Solving groups (LMAPs).
- Purchased 5 vehicle actuated signs, designed and delivered a rolling programme to reduce speeding and dangerous driving across each of the five wards throughout 2011-12.
- Provided a high profiled police presence in and around the Bridges Shopping centre during December 2010-January 2011 to reduce shop lifting, risk of theft from person and alcohol fuelled ASB. Outcome, recorded the lowest level of crime in 6 years.
- Provided a high profiled police presence in and around Mowbray Park and Sunnyside Gardens during September 2010 to March 2011, to reduce ASB, alcohol related disorder, increase confidence in the community and provide reassurance to visitors of these key attractions. Outcome, saw a reduction of 8%.
- Reviewed Friday and Saturday Taxi Marshalling scheme, and agreed with partners to carry out a three month pilot which will see Friday night Park Lane coverage cease and the savings made be used to allow Monday nights at Green Terrace to continue, up until end of August 2011.
- Provided an enhanced level of service across the Ryhope, Grangetown and Hendon are during 5pm-11pm, with extra patrols during school holidays between 10am and 4pm every day.
- Deliver enhanced patrols in identified known areas of ASB in the Doxford area.

- Discussed deliberate fire statistics at a ward level, compared trends in the previous year. Staff from Tyne and Wear Fire and Rescue and RLS worked closely to target wheelie bin and refuse fires. Outcome, noticeable reduction in deliberate fires.

Community Involvement

- Shop Watch
- Pub Watch
- City Centre Management
- Local retailers
- Registered social landlords

Budget

Sunderland City Council Mill Hill Road	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities or equipment	1	1		£20,000	£20,000	
<p>Capital funding was awarded to install a pedestrian refuge island positioned at various points along Mill Hill Road adjacent to the play park / recreational area and the new housing developments. It provides a safer crossing point for all pedestrians and road users alike when accessing the local facilities. In addition to reducing speeding vehicles and improving road safety, increasing the level of confidence residents have in the council and police.</p> <p>Project now complete.</p>						
Sunderland City Council VAS Programme	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
Outputs not due until Q1 11/12	Nil	Nil		£31,250	£27,211	13%
<p>Capital funding was awarded to purchase five Vehicle Actuated Signs (VAS) along with a small percentage of revenue to deliver the project. The VAS display an illuminated graphic of the speed limit roundel. One sign will be installed, per ward and be relocated every 3 months.</p> <p>The sockets have been installed and the first five sites have the VAS up and working. Saving have been made through the procurement process, making a saving of £1,900 which will be returned to budget. This will leave a budget to deliver the rolling programme over the next 12 months, throughout 2011-12.</p>						
Northumbria Police Operation Ironclad	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No of addition police on the streets.	11	11		£57,823	£57,152	1.2%
<p>Revenue funding was awarded to deliver five projects across the East.</p> <p>i) Bridges Shopping Centre; during December 2010 and January 2011, there was a high profile visible police presence in and around the City Centre between 12noon and 9pm. The project reduced shop lifting offences, risk of theft from a person and alcohol fuelled ASB.</p> <p>ii) Mowbray Park/Sunniside Gardens; during September 2010 to March 2011, there was a high profile visible police presence in and around Mowbray Park and Sunniside area to reduce ASB and alcohol related disorder, increase confidence in the local community and provide reassurance to visitors of this key attraction in the East area.</p> <p>iii) Taxi Marshalling; during October 2010 to March 2011, the scheme was extended on a Monday night. The marshalling scheme prevents drink related disorders and violence in taxi ranks as it provides a supervised queuing system, which avoids delays, frustrations, queue jumping, arguments, disorder and assaults. Since being established there has been no reported incidents. Due to discussions between elected members and the police the scheme has been extended until August 2011.</p>						

iv) Ryhope, Grangetown and Hendon; during September 2010 to March 2011, there was a high profile visible police presence in and around the Ryhope and Grangetown. This complement the work of the Neighbourhood Team currently funded to work in the New Deals for the Community (NDC) area, within the Hendon ward. This allowed the team to provide an enhanced level of service across the whole of the Ryhope and Grangetown area during 5pm and 11pm, with extra patrols during school holidays between 10am and 4pm every day.

v) Doxford; during September 2010 to March 2011, there was a high profile visible police presence by enhancing patrolling the area around Morrison's on a Friday and Saturday night to target youth disorder. The project was success in reducing it by 25.9%, the best in the City.

The under spend of £671 has been re-profiled in Q1 of 2011, to carry the Marshalling scheme up until May 11, after which mainstream funding will be used to support the scheme until August 11.

Victim Support Victim Support Worker	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
H1 Number of people benefiting from healthy lifestyle projects	160	165	3%	£10,442	£9,792	6%
L1 Number of people receiving job training	1	1				
P2 Number of jobs safeguarded	1	1				
P3 Number of people employed in voluntary work	1	1				
S4 Number of victims of crime supported	200	211	6%			

Revenue funding was awarded to employ an outreach worker four days per week who will be based within Hendon. The worker provided direct support to residents across the East, in a variety of ways but also worked to recruit a team of local volunteers who were trained to the required Victim Support standard.

The project exceeded the outputs and under spent by £650, which will be returned to budget.

East Community Association Improving security	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
S1 Number of homes/ businesses/ community facilities with improved security	1	1		£1,128	£1,128	

Capital funding was awarded to replace the front doors of the community centre with strong security doors. Project now complete and outputs and milestones achieved.

Sunderland City Council Pedestrian Crossing at Strawberry Bank	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	0	(100%)	£1,823	£0	100%

Capital funding was awarded to install a pedestrian crossing on Strawberry Bank.

Design has now been completed. The consultation process ended 6 May 2011. The work is scheduled in for August 2011, which is a delay of three months 2011.

Northumbria Police Holly Court Removal	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No. of events/programme of work to improve appearance of street	1	1		£1,800	£1,800	

Capital funding was awarded to remove a wall at the gable end of a small block of housing

owned by Cheviot Housing. For approximately five years this area was a focal point for local youths to congregate and consume alcohol. Since being demolished the area has seen a reduction in disorder.

Project completed.

Key Priority: Deliver Responsive Local Services

Key Statistics

- Dedicated Response Team now in place for each area including Area Response Manager, Response Officer, Ward Team Leaders and Environmental Enforcement Officers
- Staff Reporting Line has reduced the number of customer service requests and over 40% of all requests for service are now reported and actioned by staff before customers are required to take action

The outcome.....

- Residents see action in their local area
- Regular attendance at Area Committees; Residents Meetings; Customer Focus Groups
- Joint Walks – friendly and engaging staff
- Working with Partners
- Strategic Land Management
- Post Code Management

What we set out to do

- Increase the number of residents who feel they can influence priority setting and decision making in their local area
- Increase in the number of residents satisfied with the level of customer service
- Increase in residents satisfied with services provided in their neighbourhood
- Increase in service requests dealt with right first time – including reduction in time for end to end service delivery
- Increase in the number of residents who feel informed about what is happening in their area
- Tailored to local needs which are responsive to the customers' needs in their local area
- Published standards for customers to review
- Easily accessible services and customers know how to access them through targeted communication
- Actively seek customer comments on performance and change performance to address the comments received
- Recognised as excellent, fit for purpose and value for money
- Actively working across the City, in partnership to achieve added value
- Services that local Councillors can be proud of and enable local Councillors to be recognised for driving high quality services which are meeting the needs of communities at every level.

Achievements Delivered

City Centre

- Development of University Park in partnership with University of Sunderland
- Blanket disclaimer for City Centre to remove graffiti responsively and quickly
- Supporting businesses to manage their waste to ensure the City Centre is clean and tidy
- Additional cleaning machine procured to deep clean pavements

- Removing litter from land which is not owned by City Council, with the philosophy that if we can see it, a customer can see it, so we remove immediately
- Coordinated approach to City Centre management working alongside quick win projects, festivals and events and business liaison

East

- Positioned additional litter and dog waste receptacles in areas throughout Ryhope and St Micheal's ward's following direct requests and in consultation with Ward Councillors and residents groups.
- Clearance of litter from open land other than Council owned land throughout East area to facilitate a cleaner and more attractive City.
- Noted an increase in resident satisfaction relating to the back lanes of historically difficult areas in Hendon by the co-ordination of enforcement and cleansing with refuse collection in key areas.
- Piloted the collection of bulky household items and special collection's on the same day as refuse collection in areas of Hendon and Millfield, thus reducing the time waste is present in rear lanes and reducing the amount of subsequent litter.
- Targeted enforcement activity in Millfield to educate students in the correct disposal of household refuse and storage of wheelie bins resulting in a significant drop in wheelie bins fires within the ward
- Re-distributed street cleansing equipment and operatives to ensure that all areas receive the appropriate level of cleanse, by hand or mechanical sweeper.

Hendon and Ryhope Working Groups

What we set out to do

As members will be aware a group of officers, working under the direction of the Deputy Executive Director of City Services, has been addressing a number of local issues and concerns in connection with:

- Lack of pedestrian access to Ryhope Beach from Ryhope Beach
- Overgrown pathways and dumping of waste in Ryhope Dene.
- Littering and other issues regarding Hendon Promenade
- Coastal Signage

Achievements Delivered

RYHOPE BEACH ACCESS

- Members will recall that in March 2008 Cabinet approved the removal of the existing unsafe building/structure which was located above Northumbria Water Limited (NWL) outfall pipe on Ryhope Beach. There had been no authorised pedestrian access to the beach at this location since March 2007 and the unsafe structure was demolished by the council in December 2009.
- Sunderland City Council has worked closely with NWL to design and construct a new pedestrian access from Ryhope Beach Road down onto to the beach. This new access features concrete steps down onto the beach which have been constructed and installed by NWL on behalf of the council and which were installed at the same time as NWL replaced their outfall pipe at this location. A handrail is also being installed to the steps. We are currently liaising with the contractor to confirm the installation date.
- Construction works were expected to have been completed early in the New Year but were delayed for several weeks due to the severe weather we experienced over the winter. Upon completion of the works in April, the Area Response Manager undertook a deep clean of the area to remove accumulations of waste which had been dumped over an extended period of time.

- NWL carried out works on the slope adjacent to the access track at Ryhope Beach for safety reasons, the slope was regraded and benched to allow safe working access below, whilst renewing their outfall pipe. Other minor re-grading works to the cliffs were carried out adjacent to this, to allow construction of the steps. The images below show the new steps



- The Area Response Manager has also made arrangements for the road leading down to the beach to be inspected weekly and cleansed on a regular basis
- Following advice from the Council's Public Rights of Way Officer and Legal Services, a Stopping Up Order is required to restrict the last 63m of Ryhope Beach Road, turning it from a restricted byway to a bridleway. This is being carried out under the existing powers available to the Council under section 118 of the 1980 Road Traffic Act paragraph 26. An application is currently being prepared by Legal services and it is expected that it will be considered by magistrates in June 2011.

RYHOPE DENE – CLEARANCE WORKS

- Following an inspection of Ryhope Dene, a programme of works was undertaken to address issues of antisocial behaviour by opening out the access, cutting back and removing the overgrown shrubbery and accumulations of dumped waste in the Dene. This was programmed over a two week period in November 2010 and the following environmental improvements were undertaken:
 - Strimming of areas of vegetation.
 - Pruning of trees and shrubs to allow safe passage.
 - Litter picking.
 - Removal of fly-tipped waste.
 - Cutting back of the vegetation on the steps to better define pathway edges.
 - Install natural barriers along the footpath using prunings from the trees and shrubs.
- Consultation was carried out with the Senior Countryside Officer to ensure that the works caused minimum disturbance to both wildlife and the countryside environment.
- A regular maintenance programme has been devised and is now in place at this location.

- The photographs below help to give a greater appreciation of the improvements that have been achieved in Ryhope Dene.



Image of the Entrance to the Dene 'before' Clearance works carried out



Image of the Entrance to the Dene 'after' Clearance works carried out



Footpath before clearance works carried out



Footpath after clearance works carried out and edge protection installed

HENDON PROMENADE

- Under advice from the contractor the repair work on the Hendon Promenade railings was put on hold until the risk of severe winter weather had passed. A site commencement meeting took place on Wednesday 24 April, and work to carry out the repair work started in May 2010.
- Under advice from the Health and Safety Team an additional section of handrail was also installed on the southern ramp.
- To resolve the issue of litter and debris accumulating on the promenade, street-cleansing works are now carried out to coincide with busy visitor periods.

- After a series of complaints regarding the build up of algae on the southern slipway ramp, the ramp was power-washed to remove this build up. The area is now inspected weekly and if there is a build up of algae, arrangements are made to remove it with the pressure wash. This inspection regime will prevent the algae from building up in the future.

COASTAL SIGNAGE

- Officers have undertaken a review of Coastal Water Safety Signage at Hendon and Ryhope.
- Each of the coastal areas has been given a unique beach reference locator code to assist the emergency services.
- In the East Area new signage is being installed at Salterfen, Ryhope Beach Road, Ryhope Dene and Hendon Promenade.
- Examples of the new primary and secondary signage at Ryhope Beach



Greenspace Topic paper, under the Local Development Framework

Key Statistics

- Up to 28% of Sunderland is greenspace, not including countryside.

What we set out to do

- Refresh Green Space Survey from 2002 in two stages
 - Host a workshop to engage the community in identifying new open spaces not shown on the survey maps and build a sense of community ownership in the planning process.
 - Involve stakeholders in completing a participatory appraisal for each open space, assessing the value of area/land to the community.

Achievements Delivered

- Investigated the feasibility of opening up the old site of Grangetown Primary school to the public to access as a local greenspace for their community. Formally opened the land in February 2011 with Sunderland East VCS Area Network delivering a mini Olympics Event.
- Over 50 updates were received on land usage and a further 10 on proposed future projects.

Community Involvement

- Consultation with East VCS Area Network, The Woodland Trust, Durham Wildlife Trust, Natural England, Gentoo, University of Sunderland and Taylor Wimpey

Other actions and projects delivered throughout 2010-11

This section outlines the performance on all projects which delivered activity during financial year 2010/11 aligned to priorities from 2009-10.

Sunderland Maritime Heritage MV Willadora Renovation	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
P3 Number of people employed in voluntary work	14	14		£40,000	£16,074	60%
<p>Capital funding was awarded to restore a listed ship with the national historic ships register, called M V Willadora. The group are aiming to launch the ship onto the river in the Summer 2011, providing journeys up and down the river with historical talks being given about the river, ship buildings and the MV Willadora. 14 people are employed in voluntary work delivering this project.</p> <p>The project has been delayed due to the ill health of the Lead Agent. However the Management Committee have kept the Area Officer up to date with progress and are confident of delivering the project by the end of Q2.</p>						
Friends of Barley Mow/ Backhouse Parks: Improvements	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
No outputs due until Quarter 2 11/12	N/A	N/A		£50,000	£22,800	54%
<p>Capital funding was awarded to deliver a number of improvements to Backhouse Park, these included; bridge works; new litter and dogs bins; install seats; tree felling and pruning, improve the entrances and footpaths.</p> <p>Due to a delay during the Winter months the organisation were unable to keep to schedule, therefore were not able to draw down the grant as expected. As the funding was SIP there was concerns about the funding not been available during the new financial year, however, re-assurances have been given by the Finance Team that funding will remain.</p> <p>After a discussion with the Lead Agent, it has been agreed to extend the deadline date for completion from March to July 2011.</p>						
Sunderland Heritage Forum Sunderland Heritage Quarter	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A4 Number of events/ programmes of work to improve appearance of streets	2	2		£13,600	£13,479	0.9%
A6 Number of community or educational events held	6	6				
<p>Revenue funding was awarded to employ a consultant and a co-ordinator to develop a strategy to deliver the feasibility study which was developed in 2009, with the aim to develop a heritage quarter in the East End of Sunderland.</p> <p>Although the outputs have been delivered, the Forum has yet to submit a strategy and action plan, as outlined in the project description. This has been requested as a matter of urgency.</p>						

Sunderland MIND Wellbeing Project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
H1 Number of people benefiting from healthy lifestyle projects	32	63	97%	£9,259	£9,193	0.7%
H2 Number of people engaged in sports activities	20	11	(45%)			
H3 Number of older people receiving support	18	20	11%			
<p>Revenue funding was awarded to employ a part time worker to improve people's physical health, mental health and wellbeing. The project has engaged 63 people into the programme and recently purchased two multi user memberships from the Raich Centre, which is allowing up to 10 service users per week access leisure facilities and low costs. The worker has been delivering different activities ranging from Cowboy Supper to drop in advice from Nexus Travel.</p> <p>The project as exceeded H1 and H3 output, but have not been successful in delivering against H2. The organisation has been requested to look at this and improve the output during Q1 of 2011-12. Although the project has slightly under spend, there are no concerns about this project.</p>						
Ryhope Colliery Welfare Football Club – Port a cabin	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	0	(100%)	£21,178	£0	100%
<p>Capital funding was awarded to purchase a port a cabin providing changing facilities and toilets for match officials, spectators, players and guests at Ryhope Recreation Park.</p> <p>Survey works at the site were due to be undertaken end of November 2010 but due to bad weather, these were delayed until January 2011. Addition funding from Sunderland City Council provided match funding of £11,822 (SIP £21,178+SCC £11,822= £33,000). Currently discussing extending the lease of the land with Church Commissioner, to allow the group to access alternative funding streams in the future. The planning application for the works was submitted in January 2011 and planning was approved in March 2011. Tenders have been received to install the pre-fabricated building. It is hoped that installation will take place in June 2011. Works on the reconfigure of the existing building commenced in April 2011.</p>						
North East Disability Resource Centre: New flooring	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£4,000	£4,000	
<p>Capital funding was awarded to purchase a new floor for the centre. Over 55 users have benefited from this project. Project Completed</p>						
Sunderland Angling Club Fishing Competition	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A6 Number of community or educational events held	1	1		£1,000	£1,000	
<p>Revenue funding was awarded to support the deliver of a Sea Fishing Competition. Project delivered and was promoted in the local press. Project completed.</p>						
Grace House Appeal	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£1,675	£1,675	
<p>Revenue funding was awarded to contribution towards the building of Grace House.</p>						

Sunderland City Council Parade Traffic Management	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A6 Number of events held	1	1		£1,353	£859	37%
Revenue funding was awarded to contribution towards the traffic management for the Ryhope Remembrance Parade. £494 returned to budget. Project completed.						
Deptford and Millfield Community Association – Improvements to main hall	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£24,009	£24,009	
A3 Number of community / voluntary groups supported	10	10				
H2 Number of people engaged in sports activities	50	50				
H3 Number of older people receiving support	50	185	270%			
Capital funding was awarded to replace the flooring, renew all the wall boards, panels and skirting boards, strip the current wallpaper and replace, gloss and varnish the entire room and renew lighting and fittings. The group has a totally refurbished the main hall, which is providing a much needed facility in the area, with residents participating in sports, social and leisure activities, along with a further 10 community groups and 185 people who use the premises have benefited from the works.						
Friends of St Mary Magdalene's Community Centre	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£33,175	£31,460	5%
A2 Number of people using new or improved community facilities	150	200	33%			
A3 Number of community / voluntary groups supported	7	7				
A6 Number of community or educational events held	1	21	2,000%			
Capital funding was awarded and have refurbished the main hall, kitchen, office, hallway and staircase and developed an IT suite and learning room. Regular activities, events and social activities are delivered at the building. The doors recently opened and already over 200 people have access the centre, 7 VCS groups have received support and 21 events have been held. Jim Montgomery officially opened the centre in on 10 May 2011. There is a total £1,715 to be returned to budget.						
Grangetown CA - Accessibility project	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£4,781	£4,781	
Capital funding was awarded to enhance the community building by refurbishing and equipping the existing premises into an accessible provision. This was achieved through installation of a ramp through a dedicated entrance, to ensure a safe and inclusive facility easily accessible to the local community. In addition, new windows, blinds, carpet and furniture was purchased. Project completed.						

Sunderland City Council Hylton Castle Re-enactment	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A6 Number of community or educational events held	5	5		£3,000	£3,000	
S5 number of young people benefiting from youth inclusion / diversionary projects	100	400	300%			
Revenue funding was awarded to deliver a battle re-enactment at Hylton Castle. The event was carried out over a two day period (14/15 August 2010), and delivered a number of living history displays, as well as offering a range of family orientated learning activities interpreting the life and times of the period. The re-enactment took place on and around Hylton Castle, with an identified camp site at Seaburn to accommodate the visiting re-enactors which will be in the region of 500 – 1000 people. The event consisted of a wide range of family orientated learning activities, encouraging visitors to participate by handling objects and engaging with the re-enactors on all levels. Project completed.						
Sunderland City Council Street Light Relocation	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A4 Number of events / programmes of work to improve appearance of streets	1	1		£700	£700	
Capital funding was awarded to relocate a column. The light has been relocated, project completed.						
Hendon Young Peoples Project - ICT Equipment	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	40	56	40%	£4,369	£4,369	
L8 Number of new additional young people engaged and participating in youth provision	40	65	63%			
Capital funding was awarded to enable young people to gain access to up to date IT and printing equipment, to help them with homework, CV writing, gaining information on the internet. Trained youth workers are on hand to help guide young people in a friendly and professional manner. Project completed.						
Sunderland City Council Doxford Lake	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A1 Number of new or improved community facilities	1	1		£35,000	£23,951	32%
Capital funding was awarded to bring the lake in Doxford Park up to an acceptable standard. Unfortunately the lake was not receiving a sufficient water supply to ensure a proper movement of water through the system. This together with the loss of the water recirculation which was originally designed to be furnished from the cascade led to the lake becoming almost stagnant and septic.						
Water was remove from the lake, the lake was then dredged removing those materials to a licensed tip, allowing a full inspection to be carried out. The inspection has been carried out, along with partnership work between the Friends group of Doxford Park and Groundworks in developing the park itself. Additional funding has been secured, which is why there has been an under spend on the project.						
However, the group have requested an extension to the project up until June 2011 to allow planting to the lake edge and cascade. The extension has been agreed, with the understanding that if the funding is not claimed potentially £11,049 will be returned to budget.						

Sunderland City Council Seafront Improvements	Output Target	Output Actual	RAG	Spend Target	Spend Actual	RAG
A4 Number of events / programmes of work to improve appearance of streets	2	2		£10,000	£10,000	
Capital funding was awarded as a contribution towards vehicle actuated sign and public realm works. Project completed.						

Governance and Operation of Committee Meetings

The first meeting of this year was designed to enable all elected members, officers and partners present, to contribute to the discussion and decision making in a participative way. The meeting was evaluated by asking all in attendance to complete a short questionnaire and the results of this survey were used to improve and further develop the roles of members, officers and partners to ensure effective operation and participation in meetings.

Meetings throughout the year have continued to be well attended and participative. On average a total of 14 out of the 15 elected Sunderland East councillors, 15 council officers, 8 partners and at least one members of the public take part in each meeting. Pre and post meetings take place to identify relevant issues and implement improvements for future meetings. Examples include -

- Making the reports and associated papers more concise and informative.
- Ensuring venues for meetings are suitable and accessible.
- Providing accurate and clear financial information.
- Ensuring agreed actions are followed up.

The standard agenda implemented at the beginning of the year continues to work well and is designed to bring consistency and focus to each of the Area Committees.

- Item 1, includes welcome, apologies, declarations of interest and minutes of previous meeting.
- Item 2, discusses new issues to assess whether Committee can influence services or deliver relevant actions.
- Item 3, provides a progress report on the previously agreed workplan and associated actions and requests for funding.
- Item 4, offers the opportunity for Committee to be consulted on, and influence, relevant issues

In relation to Area Committees, results from the Members Survey 2011 will be used to improve Area Committee meetings, most noticeably the involvement with the public. The Chair is keen to see different venues used during 2011.

	All of the time	Most of the time	Occasionally	Never
Are the meeting venues easily accessed by partners and the community?	32%	52%	12%	4%
Is the layout of the room satisfactory?	24%	48%	20%	8%
Are the length of the meetings satisfactory?	8%	80%	12%	0%
Is the balance of the Committee agenda satisfactory (i.e. performance management/general information/problem solving etc)?	20%	52%	24%	4%
Is the involvement with partners satisfactory?	21%	46%	29%	4%
Is the involvement with the public satisfactory?	13%	30%	30%	26%

The relationship between Area Committee and the Voluntary and Community Sector (VCS) Area Network has continued to develop over the course of the year by

- Nominated partner VCS representatives attending Area Committee
- East Area Community Co-ordinator attending Area Committee providing support and guidance to the Area Network representatives
- Nominated partner VCS Area Network representatives participating in relevant sub groups of Committee (i.e. Task and Finish Groups)
- Vice Chair of Area Committee acting as co-chair of the VCS Area Network
- Area Officer attending VCS Area Network to consult with, and inform the meeting regarding relevant Committee business
- Agenda of the Area VCS Network developed to complement and feed into that of Area Committee
- Consultation with Area Network members on work plan and priorities
- VCS Area Network and individual partners delivering projects and services identified in the work plan

Finance: Area Funding Streams

SIB

A budget of £277,456 was available during 2010/2011. A total of £140,187 was carried over from 2009/10, with £1,481 being returned to budget from grants which had been under spent throughout the year, bringing the total to be allocated for 2010/11, to **£419,124**.

Under the revised governance arrangements for SIB, resources are allocated against the priorities outlined in the Local Area Plan. At the beginning of the municipal year, Area Committee set out to allocate a proportion of SIB funding by proactively identifying projects to deliver against agreed priorities and 'call for projects' to meet local need (SIB Call for Project Budget: £335,299, 80%). However, it was recognised to remain flexible and responsive therefore Committee were receptive to organisations also identifying need and gaps in line with the priorities in the LAP and applying for funding to deliver against these priorities (SIB Opportunities Budget – £83,825, 20%).

Target

Budget £419,124	Target	Actual	Difference
SIB: Call for Projects	£335,299 (80%)	£218,073 (52%)	£117,226 (28%)
Opportunities Budget	£83,825 (20%)	£201,051 (48%)	

SIP

A one off budget of £227,293 was available between March 2009 to March 2011. It was agreed to split SIP equally across four wards, where SIP has not yet been allocated, therefore each ward was allocated £56,823 each. During the 1st year £30,903 was allocated, with a remaining balance of **£196,390**.

Allocation of Area Funds against priorities for 2010/11

One of Area Committee's aims this year was to proactively identify and fund organisations to deliver against identified priorities. As shown (below) 52% of SIB funding was allocated against identified priorities in the 2010/11 work plan, 48% was allocated against other priorities, mainly from 2009/10 work plan. The target is 80/20, we achieved, 52/42, which is an improvement on the previous year (2009/10) of 42%.

However there is room for improvement.

Funding	Employment and Enterprise	Youth and Play	Reducing ASB	RLS	Others	Total
SIB	£140,000	£45,106	£123,515	£0	£110,503	£419,124
SIP	£0	£10,995	£2,951	£0	£182,444	£196,390
Total	£140,000	£56,101	£126,466	£0	£292,947	£615,514

Match funding

A primary aim of SIB and SIP funding is to attract match funding from other sources in order to maximise the benefits to local projects and communities.

Area Committee funding streams were successful in attracting a further **£284,062** (reduction of 1%/£2,138 from previous year) into the East area.

Community Chest

The total amount of Community Chest available for 2010/11 was £53,857. Of this amount **£53,701** has been allocated. 118 projects have been delivered by local community and voluntary organisations across the East area, supported through Community Chest awards

Satisfaction levels

- The place survey (09-10) highlighted that activities for teenagers (46%), the level of crime (43%) and clean streets (39%) were the top areas for improvement in the East area.
 - Over 4 in 5 people in East Sunderland (83%) say they are satisfied with their local area as a place to live, the highest rank of all of the 5 areas and above the City average (80%)
 - Satisfaction with the Council is the same as in Sunderland in general, as is dissatisfaction.
 - East Sunderland residents are in line with the City as a whole in terms of how well informed they feel the Council keeps them about the services and benefits it provides (53% compared with 55%) and how they feel they can influence decisions which affect their local area (36% compared with 32%).
- (source residents survey 2010)

The member satisfaction survey 2011 highlights the following:

- § 70% Members find the council average, poor or very poor in promoting the work that they do as an Area Committee Member
- § 77% of members who responded feel that the Council clearly communicated its purpose and its intended outcomes for citizens and service users
- § 79% of members feel that Area Committees are effective most or all of the time.
- § 90% of members feel that they are clear on the role of Area Committees

Lessons Learned

- We need to align local needs and priorities with strategic plans and priorities such as Local Transport Plan/Capital Programme and highways and speeding issues and proposals. Area Committee can have a more positive influencing role regarding the allocation of strategic resources as well as being able to bring local benefit and resources.
- Better planning with regard to scheduling of event related applications, e.g. parade traffic management.
- A co-ordinated approach to addressing overlapping priorities and issues across more than one area needs developing.
- We need to progress the 'Call for Projects' framework (80/20) which prevents speculative applications which do not deliver the required outcomes. New year, new work plan, new criteria for accessing area funding. In addition, to attracting higher levels of match funding.
- We need improved protocols and guidance with regard to Task and Finish Group. The group should include relevant expertise and potential conflict of interest for Members, partners and officers should be minimised.
- The new agenda format encourages better involvement of partners and officers at Area Committee meetings. Partners need to become more involved in discussion and Officers to inform discussion more, offering options on the way forward for elected members to consider.
- We need to build a common vision and sense of belonging for all communities and local people for them to feel their views are listened to and they can influence decisions.
- We need to improve the Area Committee's influencing role through better use of Item 4.
- The successful community engagement/development techniques should be fully utilised, reaching all communities and promoting participation.
- The effective partnership working has developed positive and productive working relationships and has delivered the best outcomes. This should be the way forward for improving services in the area.
- We need to look at different ways to work and recognise that it is not always the content of meetings that gets the results, it is often the work that is developed outside these meetings including the VCS Networks, 'Virtual' Network and liaising with individual members and partners.
- The joint officer working between the Area Officer, Area Response Manager, Community Co-ordinator and Community Link Officer has produced some early results. This 'Area Team' approach needs further development to maximise support and resources and ensure best value for the area.
- Information in reports should be provided at an area level with trends shown from previous years.
- Attendees to be encouraged and reminded to sign the Attendance Register.
- It would be useful, to prevent confusion at the beginning of the meeting, if elected members completed and returned their 'Declaration of Interest' sheet before the meeting to Democratic Services. This will enable the Chair to know before hand which colleagues have declared an interest when moving through the agenda, and allow the opportunity for members to leave the room.
- Joint elected member and officer/partner approach works, when solving problems and delivering actions.

- For the Council to further promote the work of Area Committee, internally and externally.

Next Steps

Following this 'End of Year' review and evaluation of the 2010/11 work plan, the next steps are for Area Committee to assess how successful it has been in achieving its objectives, fulfilling its influencing role, ensuring service improvements, and delivering real benefits at a local level.

Sunderland East Area Committee are currently developing their 2011/12 work plan, having identified new priorities, and agreeing which areas of work from 2010/11 work plan require further focus and support.

Six priorities are provisionally agreed and will be included in proposals for the new work plan for 2011/12. They are:

- | | |
|--------------------------------|---|
| 1. Youth and teenagers | <i>(continuation of current priority 'identifying gaps in youth and play')</i> |
| 2. Welfare Advice | <i>(to be incorporated into the current 'employment and enterprise' priority)</i> |
| 3. Public Transport | <i>(continuation of current reserved priority 'transportation')</i> |
| 4. Tackling Crime | <i>(continuation of current priority 'reducing ASB and increase confidence levels')</i> |
| 5. Cleaner and Greener Streets | <i>(continuation of current priority 'Responsive Local Services')</i> |
| 6. Coastal Path | <i>(to continue on from the Ryhope and Hendon Beach Working Group)</i> |

This new work plan for 2011/12 will be presented to the Sunderland East Area Committee at the first meeting of the new municipal year for approval.

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Background Papers: Sunderland City Council Constitution, Section 10.2
Quarterly Monitoring Return Forms
Performance Reports
Place Survey 2009-10.
Sunderland East: Priorities for 2010-11 Action Plan
Sunderland East Local Area Plan