

**At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY, 21<sup>ST</sup> JULY, 2010 at 5.30 p.m.**

**Present:-**

Councillor Ball in the Chair

Councillors P. Dixon, Emerson, Errington, Fairs, M. Forbes, E. Gibson, Maddison, O'Connor, Vardy and Wood

**Also Present:-**

- |                   |   |
|-------------------|---|
| Chris Alexander   | - Head of Culture and Tourism, Sunderland City Council                    |
| Sgt Biggs         | - Northumbria Police  |
| Kath Butchert     | - Youth Development Group Manager, Sunderland City Council                |
| Patrick Candon    | - Senior Schools Improvement Officer, Sunderland City Council             |
| Gill Cookson      | - Sunderland Heritage Forum   |
| Ash Curle         | - Resorts Operations Manager, Sunderland City Council                     |
| David Curtis      | - Voluntary Community Sector Representative                               |
| Claire Harrison   | - Acting Scrutiny Officer, Sunderland City Council                        |
| Matthew Jackson   | - Democratic Services Officer, Sunderland City Council                    |
| Janet Johnson     | - Deputy Chief Executive and Area Lead Executive, Sunderland City Council |
| Fran Kelly        | - Observer, Frances Kelly Management Consultants                          |
| Helen Lancaster   | - Acting Scrutiny Officer, Sunderland City Council                        |
| Dave Leonard      | - Area Co-ordinator, Sunderland City Council                              |
| Dave Logan        | - Operations Manager, Back on the Map                                     |
| Vivienne Metcalfe | - Area Community Co-ordinator, Sunderland City Council                    |
| Jane Peverley     | - Communications Manager, Sunderland City Council                         |
| Raj Singh         | - Extended Services and Attendance Group Manager, Sunderland City Council |
| Janet Snaith      | - Head of City Business and Investment Team, Sunderland City Council      |
| Nicol Trueman     | - Area Officer, Sunderland City Council                                   |
| Helen Wardropper  | - Area Performance Assistant, Sunderland City Council                     |
| Jeremy Wicking    | - Media Officer, Sunderland City Council                                  |
| Sarah Woodhouse   | - Policy Officer, Sunderland City Council                                 |

**Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors Kay, T. Martin, McClennan and Mordey and also on behalf of Julie Raine.

## **Declarations of Interest**

Community Action: Reviewing Process and Agreeing Next Steps

Councillor M. Forbes declared a personal interest as a member of the Tyne and Wear Fire and Rescue Authority.

Community Action: Reviewing Process and Agreeing Next Steps – Annex 2b – Community Chest

Councillor P. Dixon declared a personal and prejudicial interest as a member of the management of Four Seasons Activity Group.

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

Community Action: Reviewing Process and Agreeing Next Steps – Annex 2c – SIP and SIB funding requests

Application 5 – Backhouse Park

Councillor M. Forbes declared a personal interest as she had occasionally attended meetings of Friends of Barley Mow and Backhouse Parks but had not taken part in any discussion of the application.

Councillor Maddison declared a personal interest as a member of Friends of Barley Mow and Backhouse Parks.

Application 8 – Community Learning Centre

Councillor Wood declared a personal and prejudicial interest in the application as a Governor of St. Aidan's School and left the room prior to discussion of the item.

Councillor E. Gibson declared a personal and prejudicial interest as her grandson was a pupil at St. Aidan's School

Councillor Errington declared a personal interest as he had links to pupils at St. Aidan's School

Application 11 – Community Leaders of the Future

Councillor Wood declared a personal and prejudicial interest as a Governor of St. Aidan's School.

Councillor E. Gibson declared a personal and prejudicial interest as her grandson was a pupil at St. Aidan's School.

Councillors Ball and Emerson declared personal and prejudicial interests as close associates of the applicant.

Councillor Errington declared a personal and prejudicial interest as he had links to pupils at St. Aidan's School and was a close associate of the applicant.

Application 12 – Victim Support Outreach Worker

Councillor Errington declared a personal and prejudicial interest as an employee of the South of Tyne and Wear Primary Care Trust.

### **Minutes of the Meeting of the Committee held on 24<sup>th</sup> May, 2010**

The Chairman advised that Vivienne Metcalfe and Paula Hunt had been present at the meeting but were not recorded in the attendance.

1. RESOLVED that the minutes of the previous Meeting held on 24<sup>th</sup> May, 2010 be confirmed and signed as a correct record subject to the inclusion of Vivienne Metcalfe and Paula Hunt in the attendance.

### **Community Action: Identifying New Issues and Agreeing Actions**

The Chief Executive submitted a report (copy circulated) which allowed Members to look at identifying the issues and actions relating to the Area Committee priorities.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members of the changes to the Area Committee governance which had resulted in the changes to the format of the agenda. This item was intended to allow the Committee to look at identifying issues and actions and analyse information. It was recognised that there was a lot of real time information available from a variety of sources including the Council contact centres, Ward Surgeries and questions to Area Committee. There was a log sheet attached at Annex 1 which showed the new issues which had been identified.

The Members had agreed the following priorities at the last meeting:

- Increase Employment and enterprise across the area
- Reduce Anti-social Behaviour (ASB) and increase confidence and trust levels in communities
- Identify gaps in youth and play provision
- Responsive Local Services.

Janet Snaith and Kath Butchert were present to deliver updates on these priorities.

Janet Snaith, Head of City Business and Investment Team, presented the recommendations from the Prosperity and Economic Development Scrutiny Committee on the Working Neighbourhood Strategy which was set out in Annex 2 of the report. Ms Snaith advised that there was a need to ensure that there was not a duplication of services and it was necessary for the Job Linkage service to be able to target individuals. It was important to provide support to enterprise as this enabled people to create their own jobs; the Working Neighbourhood Fund would be ending in March 2011 and as a result there would be no aftercare or support for new businesses in the area. The Committee could look at commissioning a provider of support for businesses if they felt it was appropriate. There was a need to identify what skills would be available in the area.

In response to a query from Councillor Maddison, Ms Snaith advised that Customer Journey Mapping was the process of working with customers from the initial engagement through to them applying for a job. It could often be a long process as there were a lot of stages to the process. The initial stage would be identifying any problems the customer had and identifying a service provider to manage these problems. There would then be a need to identify what employment the customer could do and whether any training would be required. The final stage would then be the customer applying for a job. There was a software system in place to monitor the progress being made.

Councillor M. Forbes asked who would be undertaking the review of the Job Linkage service.

Ms Snaith advised that a private company, Roger Tym and Partners, had been contracted to carry out the review and the outcomes would be reported to the Committee in due course.

In response to a query from Councillor Vardy on the Task and Finish groups, Ms Trueman advised that the Prosperity and Economic Development Scrutiny Committee had looked at the Working Neighbourhood Strategy last year and had developed a set of recommendations. There was now the opportunity for the committee to look at this on an area level if they felt it would be necessary. The Members needed to decide whether a task and finish group would need to be set up to look at this.

The Chairman advised that there would be an email circulated to Members requesting nominations for the task and finish group.

In response from a query from Councillor Wood, Ms Trueman advised that the other Area Committees had set up groups of between 4 and 10 Members.

Vivienne Metcalfe stated that at the Voluntary Community Sector meetings there had been representatives who had expressed an interest in joining the task and finish groups.

Kath Butchert, Youth Development Group Manager, presented Annex 2; the feedback evaluation on the XL Youth Villages and advised that the events had

been taking place at Ryhope Football Fields up until 23<sup>rd</sup> July and there had been a site next to St. Joseph's School in Millfield identified for the next block of events which would be taking place in August.

A lot of the young people who had attended the youth villages had not previously attended any other provision and the events were reaching some hard to reach groups of young people. Some of these young people were known to engage in 'risky behaviour' such as drinking, however when they had attended the events they had been sober.

There had been good feedback received from organisations including the Police and Connexions. There was information on sexual health, smoking cessation and youth provision available at the events.

Councillor Errington asked whether there was any feedback available from the events held in the West Area near to Doxford Ward, especially information showing how many people from the East Area had attended.

Ms Butchert advised that this information was not available. At the events in Ryhope, postcodes were collected from the young people to see where people were travelling from. There were young people from Hendon who had attended the youth villages in Ryhope.

Councillor E. Gibson commented that she had visited the events held in Silksworth and the young people who had attended had enjoyed themselves. She congratulated everyone involved in making the events such a success.

Councillor Emerson stated that it was pleasing to see such good feedback from the events; he did however have concerns over access to the site as it was difficult for the equipment to be brought onto the site and in future it would be even more difficult. There was another site in Ryhope, which was just off Station Road, and could possibly be used.

Ms Trueman presented an update on the reducing anti-social behaviour and increasing confidence and trust priority. There had been an enhanced joint meeting between Members and the Police on 7<sup>th</sup> July. This meeting had also been an opportunity to welcome the new police sergeant for the City Centre, Sergeant Mick Hall.

The Safer Sunderland Partnership carried out a Local Confidence Survey on a quarterly basis; one of the concerns this survey had identified was speeding and dangerous driving and the Council City Services directorate had provided an update on the implementation of vehicle activated signs. It had been agreed that a proposal to fund five of these signs would be invited to be submitted to the Committee.

Many problems in the area were seasonal, fly tipping increased in the run up to Bonfire Night and in the period before Christmas there was an increase in the amount of shoplifting in the City Centre.

It was important that residents continued to tell the Police, Council and other service providers about their concerns and the problems in their area as this would enable more targeted campaigns to be undertaken.

2. RESOLVED that:-

- a. Recommendation C from the Prosperity and Economic Development Scrutiny Committee; exploring new forms of Community outreach services to give access to opportunities in the most deprived areas; be selected.
- b. A task and finish group be established to identify successful interventions using evidence from the Working Neighbourhood Strategy to fund a project to provide access to opportunities to increase employment and enterprise and nominations to this group be received.
- c. The results of the Employers Skills Gap city wide survey with employers be presented to the September 2010 meeting.
- d. Proposals for campaigns and projects to address anti social behaviour be sought from the four LMAPs groups in the area.
- e. Sunderland City Councils City Services directorate be invited to submit a funding application to fund five vehicle activated signs in the area, subject to alternative funding being secured to ensure the sustainability of the project.
- f. The Responsive Local Services update be received and noted.
- g. The feedback from the XL youth villages be received and noted.
- h. A scoping document identifying the play and youth provision available in the area be submitted to a future meeting with the view to establishing a task and finish group.
- i. The committee be consulted on proposals regarding play provision in September 2010.

### **Community Action: Reviewing Progress and Agreeing Next Steps**

The Chief Executive submitted a report (copy circulated) which:

- (i) Provided Members with an update on the issues previously identified and the progress made, including progress made on the priorities from 2009/10 which had been carried forward into the 2010/11 work plan; and:
- (ii) Detailed the requests for funding from the 2010/11 Community Chest, Strategic Initiatives Budget and Strategic Investment Plan and sought Members approval of the requests.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised that this item was about forward thinking and progress monitoring. There was a log sheet included as Annex 1 which showed the issues raised last year and updated the Committee on the progress which had been made on these issues.

Ms Trueman then presented updates on each of the themes which had been discussed by the Committee during the 2009/10 year.

On the Safe theme the Committee was advised that there had been a reduction in the number of secondary fires. During May and June 2010 the Arson Task Force Group had delivered an educational and enforcement campaign known as Operation Charlie throughout Hendon and Millfield. The results from Operation Charlie would be presented to a future meeting of the Committee. The Committee was asked to consider whether there were any projects in the area which would benefit from the Community Payback Scheme.

On the Learning theme Ms Trueman advised that Play Provision was also being looked at this year. There would be a report on Play Service Provision delivered to the Committee in September. There were four funding requests to address provision of facilities and road safety around play provisions.

Health Inequalities was being looked at by the Health and Wellbeing Scrutiny Committee and as such it had been agreed that the Area Committee would not need to do any additional work on this. All of the factors needed to be looked at together as the same individuals were often affected by all of these. The committee would receive updates from the priority through the Area Actions and Ward Bulletins.

There had been a number of issues raised on the Attractive and Inclusive theme. Ms Trueman introduced Chris Alexander, Head of Culture and Tourism, who provided an update on Hendon Beach.

Mr Alexander advised that there had been a Cross Council Working Group set up which had been meeting monthly. There had been actions undertaken to address the problems that were present. There were now weekly inspections to ensure that everything was as it should be, there was also CCTV in place. There had been repairs to some of the railings and other railings had been replaced. The work on the car park railings was scheduled to be completed by the end of July 2010. The engineers report had been completed for the proposals for the protection on the ramps. The work to cap the groynes would also be undertaken. There had been concerns from the RNLI about the provision of rescue equipment however it was now felt that the provisions were suitable. There were also concerns over access and the possibility of people being trapped on the beach during high tides.

Councillor Maddison queried whether there had been any prosecutions for fly tipping on the beach.

Mr Alexander advised that to date there had not been any prosecutions that he was aware of.

Ms Trueman then introduced the financial statements for the Community Chest, Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) approvals up to April 2010 and also detailed the proposals for support. There

were 16 proposals for support from the 2010/11 Community Chest and Five proposals with a recommendation to approve from the 2010/11 SIP. There were also nine SIB proposals, seven recommended to be approved, 1 to be deferred and 1 to be rejected.

For application 11, Education Business Connections, Councillor O'Connor took the Chair having been nominated by Councillor Maddison, as the Chairman had declared a personal and prejudicial interest in this item and had withdrawn from the meeting.

The Members agreed the recommendations set out in the report and accordingly it was:

3. RESOLVED that:-

- a. The results from operation Charlie be presented to a future meeting of the Committee along with recommendations on the £50,000 currently ring fenced for an arson worker in the East Area.
- b. Consideration be given to the identification of projects within the East Area which may benefit from referral into the Community Payback Scheme which was delivered by Youth Offending Services.
- c. The health priority from 2009/10 be updated to include Reducing Health Inequalities.
- d. Updates be received by the Committee through the Healthy Area Action Plan and the Ward bulleting on the Health and Wellbeing Scrutiny Committees' Policy Review on Tackling Health Inequalities.
- e. The update on Hendon Beach be received and noted.
- f. The financial statements be received and noted.
- g. The 16 proposals for support from the 2010/11 Community Chest be approved.
- h. SIP funding of £28,257 be allocated from the Millfield SIP budget for the Friends of Mary Magdalene's Refurbishment Works project.
- i. SIP funding of £24,004 be allocated from the Millfield SIP budget for the Deptford and Millfield CA Refurbishment Works project.
- j. SIP funding of £10,000 be allocated from the Ryhope SIP budget for the re-tarmac of the car park at Ryhope CA.
- k. SIP funding of £4,289 be allocated from the Hendon SIP budget for the Roof Repairs at Hendon Young Peoples' Project.
- l. SIP funding of £55,000 be allocated from the St. Michael's SIP Budget for the Backhouse Park improvements project.
- m. £33,175 be allocated from the 2010/11 SIB for the Friends of Mary Magdalene's Parish and Community Centre Redevelopment Project.
- n. £13,600 be allocated from the 2010/11 SIB for the Sunderland Heritage Quarter project for the 1<sup>st</sup> year of funding.

- o. £20,645 be allocated from the 2010/11 SIB for the Sunderland MIND Wellbeing project.
- p. £27,000 be allocated from the 2010/11 SIB for the Community Learning Centre project at St. Aidan's School.
- q. £15,000 be allocated from the 2010/11 SIB for the Core Running Costs for the Chance project.
- r. £20,000 be allocated from the 2010/11 SIB for Road Safety Measures to be implemented on Mill Hill Road.
- s. £11,543 be allocated from the 2010/11 SIB for the Community Leaders of the Future project operated by Education Business Connections.
- t. The application for £50,126 for a Victim Support Outreach Worker be deferred until October 2010.
- u. The application for £40,950 for the East Green Team project be rejected.

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

The Chief Executive submitted a report (copy circulated) which provided Members with the opportunity to be consulted on plans and strategies which related to the East Area. The report also requested Members to consider the Draft Child Poverty Strategy as part of the consultation process.

The Committee had agreed that Child Poverty was not one of the main priorities for the Committee although the Members were interested in being involved in the consultation exercise for the strategy and agreed to receive information updates on a quarterly basis.

(For copy report – see original minutes)

Raj Singh, Extended Services and Attendance Group Manager, presented the consultation report on Child Poverty and advised that there had been a target to halve child poverty levels by 2010, this target had not been achieved however there had been a significant reduction in the levels of child poverty. There were still 3 million children in the country who were in poverty. A family income of less than £13,000 per year was classed as being below the poverty line as this was less than 60 percent of the median income. The only way to get children out of poverty was to get the parents into employment. Poverty had an impact on development and there were links to inequalities in health and educational attainment.

Recent figures from HM Revenue and Customs showed that poverty levels in Sunderland were 25.4 percent; this was a reduction from around 50 percent and was a lower level than in the London boroughs of Chelsea and Westminster. There had been a Child Poverty Board set up which aimed to ensure that the children of today did not have children of their own living in poverty in the future. There had been a series of objectives identified which needed to be addressed if there was to be an impact made. These objectives

were intended to raise aspirations and address the inequalities which were the result of poverty.

Councillor Wood queried the statistics in the report; some of the figures were based on the old wards which had ceased to exist six years ago. It would be better if all of the figures related to the current ward areas.

Mr Singh advised that a lot of the information came from the Census which took place in 2001. It was hoped that all of the information would be updated soon. The information which had been provided by HM Revenue and Customs was only a few months old.

4. RESOLVED that

- a. the Draft Child Poverty Strategy be given consideration as part of the consultation process to ensure that the Strategy would effectively address the needs of the East Area.
- b. The Consultation Diary be received and noted.

(Signed) E. BALL,  
Chairman.

## **Sunderland East Area Committee**

**13 September 2010**

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

#### **Community Action in Sunderland East: Identifying New Issues and Agreeing Actions (2010/11 Work Plan)**

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

- 1.1 To enable the future development of area based working, the Area Committee requires detailed information to be freely available from a number of different sources. An “intelligence hub” has been established that will act as a repository for information available. Officers will have access to relevant up-to-date information required to make effective decision making at an area level, and provide Area Committees with the detailed analysis required to identify key priorities and future waves of Responsive Local Services activity.
- 1.2 Information has been sourced from other Committee meetings, Community Leadership Programme, Responsive Local Services, which includes the Customer Service Network, the Area Co-ordination Team, Members Query Management System, Questions to Area Committee, Safer Communities Team and the Consultation Team, including resident surveys. Additional links have also been made with the LMAPS, in particular the Data Analyst Team from Northumbria Police.

##### **2. Recommendations**

- 2.1 Members are requested to:
- i. Approve the recommended next steps referring to key decisions referenced in Annex 1 that are being considered by Cabinet during September 2010 and in October 2010 to the Employment and Enterprise Task and Finish Group.
  - ii. Implement a two stage approach to refresh the Green Space Topic paper, which forms part of the Local Development Framework:-
    - Stage One; host a workshop with key stakeholders to identify new open spaces not shown on the survey/large detailed maps, as laid out in the planning and policy guidance; Planning for Open Space, Sport and Recreation 2002, see section three, across the East during October 2010.
    - Stage Two; complete a participatory appraisal for each open space to assess the open space against the recommended criteria to measure the value of area/land to the community by December 2010.

##### **3. New Issues**

###### **3.1 Forward Planning**

To ensure that the Committee is kept up to date with current events and developments in its neighbourhoods, the Area Officer will monitor the key decisions made by other Council Committees, for example, Cabinet via the Forward Plan publication and will consider if future decisions affect the East’s work plan. When this occurs, information will be highlighted in the issues log, see Annex 1, along with recommendations for next steps, or will be circulated to Committee members via the ward bulletin service. In addition to monitoring the Forward Plan the Area Officer will systematically monitor the decisions made under Delegated Powers, again to consider and update area Councillors on developments relating to their wards, via the ward bulletin.

###### **3.2 Planning for Open Space, Sport and Recreation.**

As Committee are aware the Local Development Framework is a suite of documents providing guidance and policies for meeting the community's economic, environmental and

social aims of the development of land in Sunderland for the next 15 years, which is currently under review.

Included within this suite of documents is the Green Space Topic Paper which provides an analysis of the City's green space by combining a wide variety of information available from various sources including Sunderland City Council, Office of National Statistics, 2001 Census, The Sunderland City Council Consultation Database and key internet resources.

The Council's Planning Policy Team, within Office of the Chief Executive would like Committee to consider the opportunity for Councillor, Officers, Partners and Residents to work collectively to refresh the green space survey from 2002.

The following typology illustrates the broad range of open spaces that maybe of public value, as outlined in the Planning Policy Guidance 17: Planning for open space, sport and recreation (2002):

- i. Parks and gardens; including urban parks and country parks.
- ii. Natural and semi-natural urban green spaces; including woodlands, urban forestry, scrub, grasslands, wetlands, open and running water.
- iii. Green corridors; including river and canal banks, cycle ways and rights of way.
- iv. Outdoor sports facilities (with natural or artificial surfaces and either publicly or privately owned); including tennis courts, bowling greens, sports pitches, golf courses, athletics tracks; school and other institutional playing fields, and other outdoor sports areas.
- v. Amenity greenspace; including informal recreation spaces, green spaces in and around housing, domestic gardens and village greens.
- vi. Provision for children and teenagers; including play areas, skateboard parks, and other more informal areas (e.g. 'hanging out' areas, teenage shelters).
- vii. Allotments and community gardens.
- viii. Cemeteries and churchyards.
- ix. Accessible countryside in urban fringe areas.
- x. Civic spaces; including civic and market squares, and other hard surfaced areas designed for pedestrians.

It is proposed that the refresh of the survey would be completed in two stages. The first stage would be held in a workshop style event, this method would engage the community in an interactive format, involving key stakeholders from across the East area indicating and identifying new open spaces not shown on the survey/large detailed maps of their communities. This stage will raise awareness, identify new open spaces, as detailed above, and build a sense of community ownership in the planning process.

The second stage, would involve those stakeholders completing a participatory appraisal for each open space assessing the value of area/land to the community. Support and guidance would be provided by Planning Policy Team. This technique has already been used with some success by the Council. It is highly flexible for both small groups and whole communities where a cycle of data collection, reflection and learning and action planning is desired.

Information gained from both the workshop and appraisal process will be included in the Green Space Topic Paper which will be presented to Cabinet for approval.

Annex 1: Community Action: New Issue

**Contact Officer:** Nicol Trueman, Sunderland East Area Officer  
Tel: 0191 561 1162 e-mail: Nicol.trueman@sunderland.gov.uk

**Community Action: New Issues Log**

<b>Priority</b>	<b>Issue</b>	<b>Date raised/ to be discussed</b>	<b>Evidence and/or Data Source</b>	<b>Next steps</b>	<b>Lead Agent(s)</b>
Increase employment and enterprise opportunities.	Approve a capital equipment grant to support economic development and job creation.	08.09.10	1. Forward Plan key decisions. Decision to be taken at Cabinet.	To refer matter to Employment and Enterprise Task and Finish Group for consideration.	Janet Snaith, Office of the Chief Executive
	Agree to the transfer of responsibility for 16-19 funding from the Learning Skills Council to the Local Authority.	08.09.10	1. Forward Plan key decisions. Decision to be taken at Cabinet.	To refer matter to Employment and Enterprise Task and Finish Group for consideration.	
	Consider the review of the Job Linkage, including the options for the ongoing provision of a Council-led Employability Services to agree the preferred option.	06.10.10	1. Forward Plan key decisions. Decision to be taken at Cabinet.	To refer matter to Employment and Enterprise Task and Finish Group for consideration.	

Priority	Issue	Date raised/ to be discussed	Evidence and/or Data Source	Next steps	Lead Agent(s)
To make the streets more attractive, landscaping rundown areas, removing litter and graffiti.	Planning for open space, sport and recreation.	28.07.10	1. Local Development Framework.	<p>The is a need to revisit the green space survey from 2002, which illustrates the broad range of open spaces that may be of public value, for example, green corridors, parks, allotments, etc.</p> <p>The option is to host an initial workshop inviting representatives along to identify spaces in the East which matches the planning policy guidelines for open spaces. After the workshop each recognised open space would then be assessed against the recommended criteria to assess the value of area/land to the community. This exercise could involve Councillors, Friends Groups, VCS groups and Officers working together, with an overall report being presented to Committee.</p>	Nicol Trueman, Office of the Chief Executive (OCE), with support from Clive Greenwood, OCE.

**Sunderland East Area Committee**  
**13<sup>th</sup> September 2010**  
**EXECUTIVE SUMMARY SHEET – PART I**

**Title of Report:**

Community Action in Sunderland East – Progress Review

**Author(s):**

Chief Executive

**Purpose of Report:**

This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB), the Strategic Investment Plan (SIP) and Community Chest to support initiatives that will benefit the area.

**Description of Decision:**

The Committee is requested to approve the following from the 2010/11 budget:

1. Main report: Approve a collective amount £57,823 from the SIB 2010/11 budget (subject to a full detailed application and appraisal) to deliver enhanced policing services across the East area, including; Bridges Shopping Centre and surrounding area during the Christmas period, enhanced patrols in Mowbray Park and Sunnyside Gardens, Taxi Marshalling scheme on a Monday night, extra patrols in Ryhope and Grangetown areas, and a targeted approach in dealing with identified areas of anti social behaviour in the Doxford area between September 2010 and March 2011, all of which will deliver actions against the Area Committee's key priority to 'reduce anti social behaviour and increase confidence and trust levels in the community'..
2. Annex 2a: Note the financial statement for Area Committee funding for 2010/11
3. Annex 2b: Approve 28 proposals for support from the 2010/11 Community Chest, all projects total £11,500
4. Annex 2c: approve 1 proposal for support from the 2010-11 SIP, totalling £40,000 for the M V Willadora renovation project on behalf of Sunderland Maritime Heritage group, subject to match funding being secured, or a guarantee that the project can be delivered on a smaller scale and approve 1 proposal for support from the 2010-11 SIB, totalling £35,250 for the purchase of five Vehicle Activated Signs, on behalf of Sunderland City Council.

Is the decision consistent with the Budget/Policy Framework?

Yes

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

The Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2010/2011, £10,000 for each Ward. This scheme is operated under Section 137 of the Local Government Act 1972.

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

Each Regeneration Framework area has been allocated a minimum of £200,000 per annum over the last thirteen years from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Plan to benefit the local community and to attract other funding into the area.

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

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

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

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

**Relevant Scrutiny Committees:**

***Environment and Attractive City Scrutiny Committee***  
***Sustainable Communities Scrutiny Committee***  
***Community and Safety City Scrutiny Committee***  
***Prosperity and Economic Development Scrutiny***

# Sunderland East Area Committee

13 September 2010

## Report of the Chief Executive

### Community Action in Sunderland East – Progress Review

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

1.1 **Annex 1a** provides the detail of all outstanding issues previously identified through 2009/10 and provides an update with regards to progress review or completion. It also identifies any unresolved issues and actions and identifies where Area Committee will consider an SIB or SIP application for funding to address their work plan.

**Annex 1b** highlights the progress of the Youth Work Strategy report and updates Committee on developments since undertaking needs assessment events with young people and Elected Members to identify the most appropriate ways of delivering Youth Work in Sunderland, outlining headline results of the needs assessment, the current position, gaps and priorities for the future in the East Area.

**Annex 1c** highlights the progress achieved against priority actions within the Play and Urban Games Strategy (PUGS) – Moving Forward 2007-2012. The report will outline the process to be undertaken to review the existing Strategy and identify the priorities for investment for the period 2010-2012 for inclusion within an addendum to the Strategy.

1.2 **Annex 2** provides outline recommendations for approval for Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP).

**Annex 2a** provides the financial statement for Area Committee's funding streams.

**Annex 2b** provides detail of the 28 Community Chest applications for approval.

**Annex 2c** provides summaries for SIB and SIP applications for approval.

#### 2. Recommendations

2.1 Members are requested to:

- Note the evaluation of the delivery of Operation Charlie and provide feedback on the proposals made on the future expenditure of £50,000 from SIB budget (Annex 1a).
- Endorse the membership of the Employment and Enterprise Task and Finish group as outlined in 3.3 of this report and note the update given.
- Approve a collective amount of £57,823 from the SIB 2010/11 budget (subject to a full detailed application and appraisal) to deliver the five project proposals as outlined in section 3.4 of this report.
- Note the financial statement set out in Annex 2a
- Consider the recommendations set out in Annex 1b (Youth Work Strategy)
- Consider the recommendations set out in Annex 1c (Play and Urban Games Strategy)
- Approve 28 proposals for support from 2010/11 Community Chest set out in Annex 2b
- Agree the recommendations set out in Annex 2c (SIP/SIB applications)

## Background to the Progress Review

- 3.1 Work Plan 2009-2010: Arson Task Group.  
The Lead Agent from Tyne and Wear Fire and Rescue will present an evaluation report on Operation Charlie along with recommendations on the £50,000 currently identified for an Arson Worker in the East area.
- 3.2 Work Plan 2010-11: Identifying gaps in youth and play provision.  
The Lead Agents for identifying gaps in youth and play provision will present two update reports, the first, the Play and Urban Games Strategy the second and update on the Youth Work Strategy.
- 3.3 Work Plan 2010-11: Increasing employment and enterprise opportunities.  
Committee agreed to use evidence of successful interventions from the Working Neighbourhood Strategy (WNS) to explore new forms of community outreach services that give access to opportunities in the most disadvantaged neighbourhoods. Nominations were received to form a Task and Finish Group. The first Task and Finish group was held on the 5 August 10. The membership of this group are:-

Cllr Ellen Ball	Chair of East Area Committee, Ryhope Ward
Cllr Betty Gibson	Doxford Ward
Cllr Alan Emerson	Ryhope Ward
Cllr Richard Vary	Doxford Ward
Anthony Gonzales	Job Linkage (VCS)
Jim Nesbitt	Etec (VCS)
Kevin Marcus	SES (VCS)
Janet Snaith	Sunderland City Council (Lead Agent)
Nicol Trueman	Sunderland City Council

An action list has been agreed, including gathering further information on the current review on Assisting People into Work, Enterprise, City Wide Employers Survey and WNS Project level evaluation which will provide evidence and highlight models of good practice previously funded. The group will then consider practical examples on what will work and what will not work in the East area, with proposals coming forward to a future meeting for consideration.

- 3.4 Work Plan 2010-11: Reducing Anti Social Behaviour (ASB), increasing confidence and trust levels.  
The Enhanced Joint Meeting between East area elected members and Northumbria Police, held on the 23 August 2010 discussed five outlined funding proposals, submitted from the four Local Multi Agency Problem Solving Groups (LMAPs) which cover the East area, at the request of the July Area Committee meeting.

The meeting considered the five funding proposals, all of which would provide an enhanced and additional service to core services being delivered across the area, with the aim to make a significant impact of delivering actions against the Area Committee's key priority to reduce ASB and increase confidence and trust levels across the East which is highlighted in the work plan 2010/11. These were:-

- i) Bridges Shopping Centre; during December 2010 and January 2011, to provide a high profile visible police presence in and around the City Centre between 12noon and 9pm, to reduce shop lifting offences, risk of theft from a person and alcohol fuelled ASB.
- ii) Mowbray Park/Sunniside Gardens; during September 2010 to March 2011, to provide 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.

iii) Taxi Marshalling; during October 2010 to March 2011 to extend the scheme on a Monday night, in the short term which will cease after September 2010. Monday nights are now as popular as Friday and Saturday nights in the City Centre, the marshalling scheme will prevent 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. With a view of re-engaging with stakeholders, including local businesses, to consider alternative revenue to sustain the project post March 2011, recognising this recent change in the night time economy in the City Centre and work currently ongoing via the Scrutiny Committee Policy Review.

iv) Ryhope, Grangetown and Hendon; during September 2010 to March 2011, to provide a high profile visible police presence in and around the Ryhope and Grangetown. This will 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 will allow 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, to provide a high profile visible police presence by enhancing patrols in identified known areas of ASB in the Doxford ward. The project, if funded, will engage with a range of multi agencies working, including Shop Watch, Pub Watch, City Centre Management, Sunderland City Council's ASB Officers, Environmental Enforcement Officers, Park Wardens, Security Team and Responsive Local Services, local retailers, registered social landlords i.e. Gentoo and attract or complement other funding streams in the East, for example, Police Basic Command Unit or NDC.

In addition, there will be a wide variety of beneficiaries to the project, including residents, shoppers, visitors the voluntary and community, private and statutory sectors.

The Enhanced Joint Meeting agreed to seek endorsement from Area Committee of the recommendation to approve a collective amount £57,823 from the SIB 2010/11 budget (subject to a full detailed application and appraisal) to deliver the five project proposals as outlined above.

#### **4. Financial Statement**

- 4.1 A financial statement detailing all Community Chest, SIP, and SIB approvals up to September 2010 is attached as Annex 2a. There are 28 proposals for support from the 2010/11 Community Chest, Annex 2b, one proposal to approve from SIP 2010/11 and one proposal to approve from SIB 2010/11, Annex 2c.

#### **Appendices**

- Annex 1a: Community Action: Review Progress
- Annex 1b: Youth Work Strategy
- Annex 1c: Play and Urban Games Strategy
- Annex 2: Funding Requests
- Annex 2a: Financial Statement
- Annex 2b: Summary of Community Chest Applications
- Annex 2c: Summary of SIP and SIB funding applications

**Contact Officer:** Nicol Trueman, Sunderland East Area Officer  
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**Community Action: Progress Review**

Priority	Issue	Date raised	Evidence and/or Data Source	Next steps/Options	Funding request	Lead Agent(s)	RAG
<b>Work plan 2009/10</b>							
Reduce ASB, including secondary fires.	Reduce arson attacks, i.e. secondary fire: wheelie bins.	21.07.09	1. Local Area Plan (LAP): Safe 2. TWF&R 3. Members Queries	An Arson Task and Finish Group established. Report to be presented in September 10.	Nil	Neil Harrison Tyne and Wear Fire and Rescue (TWF&R)	
		07.09.09	1. LAP: Safe 2. Area Committee Report	September 09 Area Committee invited TWF&R to submit a bid for and Arson Worker. On hold, referred to Arson Task and Finish Group. See above.	SIB £25,000 per year, over two years. ON HOLD	Neil Harrison TWF&R	
Challenge negative perceptions of young people, celebrate positive achievements	Involve young people in the Area Committee.	21.07.09	1. Area Committee minutes 2. Safe Area Action Plan 3. Children Service Delivery Plans	Options report presented to AC in Nov 09. AC agreed option 3. • Link in to the Youth Councillor proposal and consider recommendations from the feasibility study. • Develop joint East Youth Councillors and Elected Members 'Road Shows' in the East area using the mobile buses to hold joint surgeries, completion date 2011. Youth Development Group agreed to implement by 2011. Area Officer to monitor.	Nil	Kath Butchert, Children Services.	
Increase activity and footfall along the river corridor.	Deliver activities along.	09.11.09	1. LAP 2. Area Action Plan 3. Area Committee minutes.	Action superseded by the Economic Masterplan, Aim 3 'a connected waterfront city centre'. The plan is scheduled to be approved at full Council in Sep 10, update via e-bulletin.	Nil	Vince Taylor, Office of the Chief Executive (OCE)	
Question to Area Committee.	Hendon Beach	09.11.09 04.01.10	1. Area Committee minutes	Update given to July 10 Area Committee. Final report to be presented to a future Committee.	Nil	Chris Alexander, City Services	
Encourage accredited private landlords and	Empty Property Strategy and Landlord	09.11.09 04.01.10	1. LAP 2. Area Action Plan 3. Area Committee	Cabinet to agree the review of the Sunderland Private Landlords Accreditation Scheme in Sep 10.	Nil	Graeme Wilson, Health,	

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bringing empty properties back into use.	Accreditation Scheme		minutes 4. Question to Area Committee	Members to receive an update via e-bulletin.		Housing and Adult Services	
Tailoring services, dealing with local issues.	Community Payback Scheme	04.01.10	1. Area Action Plan 2. Committee report and minutes	Committee members to identified hotspot areas within the East which may benefit from the Community Payback Scheme and refer to Youth Offending Services.	Nil	Committee members	
<b>Work Plan 2010-11</b>							
Transportation (reserved)	Improve transportation across the area.	24.05.10	1. Area Committee minutes.	The outcomes of the public consultation (Mar-Jun 10) on the accessible bus network design project to be presented to Cabinet Sep 10. Members to receive an update via e-bulletin.	Nil	Bob Donaldson, City Services.	
Identify gaps in youth and play provision.	Feedback of the success of the XL youth villages	24.05.10	1. Area Committee work plan. 2. site visits and monitoring information.	Youth Development Group to present figures relating to XL youth villages – listing pro's and con's, sharing good practice, etc. in July 10.  <i>CLOSE</i>	Nil	Kath Butchert, Children Services	
	Linkages made between youth providers at a ward level across two areas West and East	24.05.10	1. Area Committee work plan.	Identify ways to bring youth providers together across wards and areas.  To be referred into the Task and Finish Group, if agreed to be established in September 10.	Nil	Task and Finish Group (if agreed to be established Sep 10)	
	Receive an update on the scoping document, identifying gaps at a neighbourhood level.	24.05.10	1. Area Committee work plan. 2. Play and Urban Games Strategy 3. Children and Young Plan Review.	Moving forward the Play and Urban Games Strategy. Committee to be informed and consulted on proposals regarding play provision in September 10. Youth provision, Committee to be informed and consulted on current youth provision.  Recommend establishing a Task and Finish group focusing on youth provision and its future in the East.	Nil	Task and Finish Group (if agreed to be established Sep 10)	

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To make more of key attractions, and attract more visitors to the City to see them.	Lack of activities delivered along the river corridor.	03.06.10	1. SIP panel meeting. 2. LAP. 3. SIP application form.	Recommendation to approve funding application submitted by Sunderland Maritime Group to renovate the M V Willadora.	SIP £40,000	Nicol Trueman, OCE	
Reducing ASB and increasing confidence and trust levels in the community.	The Single Safer Communities quarterly survey indicated the top five priorities for residents in the East.	07.07.10	1. Single Safer Communities Survey. 2. Joint meetings between Northumbria Police and Councillors.	Recommendation to approve the amount of £57,823 SIB funding (subject to a full detailed application and appraisal) to deliver a number of campaigns across the East area aimed at reducing ASB and raising confidence levels in the community.	SIB £57,823	Joint Enhanced meeting (Police and Councillors)	
	Speeding and dangerous driving across the East area.	07.07.10	1. Members queries. 2. Northumbria Safer Road Initiative.	Recommendation to approve funding application submitted by Sunderland City Council to fund five vehicle activation signs, along with associated running costs.	SIB £35,250	Andrew Jackman, City Services	
-	Support victims of crime.	21.07.10	1. SIB application	Deferred until October 2010.  To employ a victim support worker for two years, dedicated to the East End/Hendon area.	SIB £50,126, £25,063 per year.	Nicol Trueman, OCE	
Increase employment and enterprise opportunities	A wide variety of service provision available to support people into employment and enterprise but low uptake.	21.07.10	1. Area Committee work plan. 2. Scrutiny policy review of Working Neighbourhood Strategy. 3. Hanlon system. 4. Index of Multiple Deprivation.	Task and Finish group held on the 05.08.10, an action list has been produced and circulated.  Update to be provided at Committee.	Nil	Janet Snaith OCE	
	Employers Skills Gap	21.07.10	1. City wide survey with employers.	Update to be provided on development of survey.	Nil	Andrew Perkin, OCE	

## REPORT OF THE ACTING EXECUTIVE DIRECTOR OF CHILDREN'S SERVICES

### YOUTH WORK STRATEGY PROGRESS REPORT

#### 1. Recommendations

1.1 Area Committee Members are requested to:

- Note the content of the report.
- Provide feedback on achievements to date.
- Establish and nominate members to form a Task and Finish Group, with the aim to take on board needs, gaps, way forward and financial costs identified within this progress report and provide Committee with future options and recommendations for consideration.

#### 2. The needs

2.1 In accordance with the commissioning framework a comprehensive needs analysis, including extensive consultations, events and workshops with Elected Members, young people and professionals was undertaken in order to identify the most appropriate ways of delivering youth work in Sunderland.

2.2 The information collated from the needs analysis served to influence, shape and design the Youth Work Strategy for April 2010 to March 2012 including the following:

- Developed and implemented the new commissioning of youth work with more flexible ward based contracts and targets with one city wide contract for the BME community.
- Introduced the wider vision of a youth work strategy by developing weekend provision including XL Youth Villages and the delivery of the new mobile provision during the week.

2.3 Youth work contracts for the East Area awarded and in place since April 2010 are as follows:

- Doxford – The Box Youth Project
- Hendon – Hendon Young People's Project
- Millfield – Lambton Street Youth Project
- Ryhope – Bluewatch Youth Project
- St Michael's – Bluewatch Youth Project

In addition, Young Asian Voices have been awarded the BME City-wide contract.

2.4 The focus of youth provision in the East will be to address the following key priorities and needs of young people:

- Increasing the engagement of young people in positive activities
- Reduce the level of NEET young people
- Reducing levels of teenager conceptions
- Reducing incidents of youth disorder
- Deepening the impact of targeted youth support
- Reduce alcohol consumption by young people
- Promoting positive images of young people and celebrating their achievements

2.5 The XL Youth Village events at weekends and the mobile bus service during the week are managed through the Operational and Strategic group meetings consisting of Elected Members and other key partners. This includes identification of sites, locations and target groups.

#### 3. The gaps

3.1 The landscape of funding opportunities is changing and the major challenge in front of us will be to maintain youth provision at current levels of front line delivery. It is forecast for example that:

- The Youth Opportunity Fund and Youth Capital Fund already reduced this year will not be available after 2011.
- Positive Activities Grant, commissioned by the Youth Development Group, to engage young people who are NEET or at risk of becoming NEET will cease in March 2011.
- Youth projects (Hendon Young Peoples Project, Sans Streets Youth and Community Centre, Young Asian Voices, East End and Hendon Detached Youth project) supported from the Back on the Map resources will be at risk of reducing/ceasing services after March 2011.
- The Council faces budget reductions following the governments Spending Review announcement in October 2010.

3.2 Although significant progress has been made via the new commissioning contracts for each ward complemented by the XL Youth Village events and mobile buses, gaps identified in some areas of St Michaels, Millfield, Grangetown and Hollycarrside are mainly due either to the lack of suitable venues for youth work or that funding limits the number of sessions available.

#### **4. Way forward**

4.1 Establish a Task and Finish Group to compile relevant information relating to contracted and non contracted youth provision within the East for youth over 11 years old. Considering:

- Future implications of reduced funding to deliver services, but the need to provide a quality service to young people post March 2011.
- Ask objective questions as to what level of service is required, evidence the need and real difference Area Committee can make regarding addressing the priority to identify gaps in youth provision.
- What new ways of working have been introduced which may compensate reduced services or lack of suitable venues to deliver youth provision in a neighbourhood, where there is little or no provision, for example, increased deployment of XL youth villages and buses.
- Recognise that youth provision has a cross cutting theme and is aligned to other East Area Committee priorities identified in the work plan for 2010-11, for example, employment and enterprise, and the conflicts or strengthens this may bring.
- In addition, how this work should complement the Child Poverty Strategy and Action Plan which will be implement in April 2011.
- Existing youth work via the commissioned providers of a minimum of 3 sessions per ward, could this be further supported to deliver additional sessions were a clear need is identified within a ward.
- Encourage cross area working, for example, youth providers in West area working with providers in the East, where relevant.
- Other key issues Area Committee may raise.

**5. Contact Officer:** Kath Butchert, Youth Development Manager  
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## REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

### PLAY AND URBAN GAMES STRATEGY REVIEW

#### 1. Recommendations

1.1 Area Committee Members are requested to;

- i. Note the content of the report
- ii. Provide feedback on the achievements to date
- iii. Comment on the consultation framework
- iv. Agree to the priorities for future investment in the East area.

#### 2. Current Position

2.1 Members will recall receiving a report consulting on the city's play provision in March 2010. The report requested members to provide feedback on locations they considered would benefit from future investment in play provision. Members were additionally advised that following significant progress against the action plan within the current PUGS, an addendum to the document was to be prepared. The addendum will consider national guidance issued by Play England, seek to review progress and update the action plan.

2.2 Members will recall that the PUGS strategic vision is;

"Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play environments and opportunities for all children and young people up to 19 years. The city aspires to a core offer of free provision citywide, which may be supported by affordable supervised provision as appropriate".

2.3 The Strategy recognises six main priorities:

- i. Ensure play is strategically planned and resourced in partnership
- ii. Involve children and young people in the development of their play opportunities and services
- iii. Work in partnership to develop, support and promote high standards for play
- iv. Create, improve and develop free and inclusive play spaces
- v. Seek greater innovation in the development of varied and sustainable play opportunities
- vi. Ensure that in partnership, the city monitors and evaluates the impact of play developments citywide to deliver this Strategy

2.4 Since the Strategy was produced in 2007 and endorsed by Cabinet, the Children's Trust and the Sunderland Partnership, substantial progress has been made, primarily due to the success in achieving Play Pathfinder status and the additional financial support available from the City Council and from developer contributions.

2.5 In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1million capital investment accompanied by revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide and subsequently, the over achievement against key actions identified within the PUGS in 2007, necessitating the update to the Strategy.

#### 3. Performance Management

3.1 Sunderland has exceeded against many of the agreed strategic priorities within the Play and Urban Game Strategy. The key achievements include:

##### **Objective 1: Ensure that that play is strategically planned and resourced in partnership**

- Play developments have been undertaken in line with the priorities identified in the PUGS. Investment for the development of play has totalled £6m and been achieved through

successful attraction of external funding through Big Lottery (£761,000), Play Pathfinder (£2.1M), Section 106 developer contributions (£2.3M), SRB (£147,000), SIB (£147,000), SIP (£12,000) and a contribution from the capital programme (£545,000).

### **Objective 2: Create, improve and develop free and inclusive play spaces**

- Since 2004, £6 million funds have been invested in the development of play and urban games facilities. Within the lifespan of the current PUGS there has been £4.9 million invested since 2007.
- The development of new or significant refurbishment of 58 plays areas since 2004. Within 34 being completed between 2007 and spring/summer 2010.
- The PUGS updated in 2007, indicated that just **19% (12,856)** of children and young people had access to high quality play 1km from their door. By the end of March 2010, **70% (47,366)** children and young people have access to high quality play facilities.
- Wheeled sports provision has risen from three facilities in 2004 to six facilities in 2010, which has provided increased access for C&YP. The standard being to develop one wheeled sports facility in each regeneration area of the city.

### **Objective 3: Seek greater innovation in the development of varied and sustainable play opportunities**

- Developments have included the city Adventure Play Park which provides a challenging and exciting play environment with facilitated play sessions. The development features of the new provision include indoor, sensory and outdoor play facilities. The Adventure Play Park was developed through a partnership with the Aiming High Pathfinder, from short breaks for disabled children to creating a supportive environment for young people with disabilities.
- The design and development of play spaces has developed significantly, by using more natural features mixed with traditional fixed play.

### **Objective 4: Involve children and young people in the development of their play opportunities and services**

- Elected Member involvement at ward level has been actively encouraged throughout the consultation process, with a main focus to provide links with residents at neighbourhood level. This involvement has included attendance at consultation events, meetings, financial support through SIB and SIP and play area design suggestions.
- Over 6,000 people have been involved in the consultation and engagement process, including children and young people, their families, residents and local communities. Over 500 disabled children, their families and carers have participated in play consultation. 25 schools, community organisations and youth groups involved in delivering consultation arrangements for neighbourhood facilities.

### **Objective 5: Work in partnership to develop, support and promote high standards for play**

- A range of services have been commissioned from the voluntary and community sector to support the development of play eg. neighbourhood consultation, direct delivery of play activities.
- Launch of the 'Lets Play' campaign, to inspire families to enjoy their local play spaces and to challenge negative perceptions of children playing.

**Objective 6: Ensure that in partnership, the city monitors and evaluates the impact of play developments citywide to deliver the strategy**

- The developments have led to a sustained improvement in resident satisfaction levels. Since 2003, annual resident satisfaction levels have risen from 26% to 50% in 2008. The 2008 measure was taken prior to the Pathfinder investment and it is hoped that satisfaction levels will increase following the next resident survey which will be published late in 2010.
- The PUGS updated in 2007, indicated that just 19% of children and young people had access to high quality play 1km from their door. By the end of March 2010, 70% children and young people in the city have access to high quality play.

3.2 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

<b>East</b>	<b>2004-2006</b>	<b>2007- Spring/ Summer 2010</b>	<b>Total</b>
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
	<b>As at April 2007</b>	<b>As at April 2010</b>	
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
<p>Key highlights</p> <ul style="list-style-type: none"> <li>• Extensive development of St Matthews Field with supporting road safety measures.</li> <li>• Two MUGA at Ryhope and adjacent to Box Youth Club.</li> <li>• Gaps in play provision reduced in Hendon and East End by developments next to Hudson Road and Grangetown Primary Schools.</li> </ul>			

**4. Review Process – An Addendum**

4.1 The PUGS 2007-2012 sets out a clear vision for play and recognises key principles which demonstrate a commitment to ensuring that children and young people are able to enjoy their free time and play freely. It is proposed that the six key objectives remain unchanged, but the priority actions are being reviewed in light of achievements since 2007. The challenge within the review is to maintain the vision and principles whilst taking into consideration the rapidly changing environment, including for example, national policy and guidance documents which have

emerged since 2007. The addendum will set out the revised national, regional and local context for play.

- 4.2 The case for play remains valid and the importance play makes to ‘improving life chances and aspirations for each child and young person in Sunderland’ (Children and Young People’s Plan (CYPP) 2010-2025). The CYPP delivery plan for 2010-2013, highlights the priority 10 outcome as being ‘to have locally accessible and affordable fun, play and physical activities’.
- 4.3 Consultation has and will remain key to the development of play facilities and a clear framework for consultation is proposed within the addendum which, will ensure that all Elected Members, stakeholders and partners have an opportunity to be informed of and importantly influence play developments. The consultation framework is included in **Appendix 1**.
- 4.4 Since 2007, Play England have provided through their national support and challenge guidance, new approaches to play in terms of design guidance and managing risk. As a Play Pathfinder, these guidance documents have been considered and moving forward play development will include these frameworks related to design principles and risk benefit.
- 4.5 One of the main priorities in the PUGS is to ‘Create, improve and develop free and inclusive play spaces’. Our progress to date (outlined in 3.1) demonstrates significant achievements and **Appendix 2** details for the proposed new priorities for 2010 – 2012. The criteria applied to identify the priorities are as follows;
- Feedback from Elected Members on locations they consider would benefit from investment. Consultation will also be undertaken with other city partners such as Safer Communities Partnership, Children’s Services, Voluntary and Community Sector, Gentoo before finalising arrangements with Members.
  - Access - Gaps in high quality provision relating to the core standard of 1km access to high quality play from the doorstep
  - Funding – Investment opportunities for the provision i.e. a developer contribution (Section 106 agreement), other potential opportunities for funding
  - Proximity to other services – supported by informal oversight and/or other ancillary services.
- 4.6 This PUGS review is being presented to Area Committee prior to presentation at Sustainable Communities Scrutiny Committee (October 2010) and for endorsement by Cabinet in December 2010, as an addendum to the existing PUGS.

## 5. Background Papers

- 5.1 The following background papers were relied upon to compile this report.
- i. Play and Urban Games Strategy 2007-2012
  - ii. Children and Young People’s Plan 2010-2025
  - iii. Children and Young People’s Three Year Delivery Plan 2010-2013
  - iv. Play England - Design for Play 2008
  - v. Play England - Managing Risk in Play Provision 2008
  - vi. Big Lottery Fund Children’s Play Programme Guidance 2006
  - vii. Play Pathfinder Programme Guidance 2008

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## **Appendix 1: Consultation Framework**

Consultation is a key part of developing high quality play provision and in the spirit of the Principles of Play (within the existing Play and Urban Games Strategy), with children and young people at the heart of consultation. What does this mean to children and young people? From our research they describe participation as 'working together, having fun, sharing ideas, communicating, making decisions, being asked, solving problems, needing some support, giving an opinion, being listened to, and having a choice.

However, it is recognised that the whole community must be engaged and have the opportunity to participate in play consultation. The wider community must be encouraged to understand the value of play space and where reservations are evident, these need to be resolved.

Consultation and community engagement are therefore essential pre-requisites for good play space design. In order to ensure an inclusive approach a consultation framework will be applied. The framework shall be used for all play refurbishments /developments valued at £20,000 and over.

### **Stage 1**

Elected Members\* advised of project plan and requested to make suggestions of local partners, organisations, children and young people (C&YP), and residents who should be included in consultation.

\* Local projects shall consult Ward Members, Area Chair, Vice Chair and the Portfolio Holder for Attractive and Inclusive City. Area provisions shall consult the Area Chair, Vice Chair, all area Elected Area Members and the Portfolio Holder for Attractive and Inclusive City.

### **Stage 2**

To advise partners, organisations, C&YP, residents of the project plan, including 'when', 'how' and 'on what' they will be consulted about. The numbers of C&YP involved will be proportionate to the catchment area and the value of the project. For example, play area developments may engage 20 C&YP and larger wheeled sports parks may involve 50 C&YP. As a minimum, residents whose properties directly overlook or adjoin the area will be consulted. Planning applications for new provisions (where required), will be coordinated by the Council's Planning Section and will be informed by statutory planning obligations.

### **Stage 3**

Participation and engagement with C&YP to develop ideas and a design brief. Design developed by appointed designers. Design developed and checked with C&YP to ensure that it matches their design brief.

### **Stage 4**

Elected Members, local partners including the Local Area Multi Problem Solving Group (LMAPS), organisations and residents consulted on design. Feedback captured and design refined.

### **Stage 5**

Final design provided to Elected Members prior to the release to, local partners, C&YP and residents. The project plan for development widely communicated.

### **Stage 6**

Elected Members advised of progress on developments.

The methods of consultation will be appropriate to scope of the project and may consist of, meetings, letter drops, open days, workshops, surveys, media releases, and on-line activities.

## Appendix 2: Identified Priorities for East Area

### Elected Member suggestions:

Play is to be considered by the Area Committee as part of their priorities for 2010-2011.

### Other suggestions received:

None

### Investment available:

Play Area	Section 106	Projected Funding Gap
Backhouse Park	£9,195	£50,000 if both 106 amounts used in Back house Park
Mowbray Park, Hudson Rd or Backhouse Park	£21,120	none
Burdon Lane area – Ryhope (new site)	£60,000	£100,000

### Gaps in High Quality Provision:

Identified by applying the core standard of 1km access to high quality play from the doorstep to the nearest facility. Research has identified the current gaps in provision;

Hall Farm/ Burdon Lane – Doxford  
East / City Centre Wheeled Sports Provision.

### Recommended Actions:

Taking into account the above the following play areas are identified as priority development opportunities. However, in order to enable such development to be undertaken additional funding would be required.

- To identify the preferred location for play development in the Hall Farm/ Burdon Lane area and progress development of a high quality play area.
- Refurbish and add value to play facilities in Backhouse Park. Adding value SIP funding secured by the Friends Group the parks improvements.
- Undertake consultation to establish if need exists for Wheeled Sport Provision.
- Consider funding options

## Report of the Chief Executive

### Financial Statements and Funding Request

#### 1. Financial Statement

- 1.1 A statement of finance, **Annex 2a**, provides a record of the East area funding streams from Community Chest, Strategic Initiatives Budget and Strategic Investment Plan, available for allocation.

#### 2. Community Chest

- 2.1 The table below details balances remaining to be allocated following the last meeting in July, project proposals received as detailed in **Annex 2b**, and balance remaining should those proposals be approved.

Table 1: Community Chest Balance

Ward	Balance at July 2010	Project proposals	Community Chest Balance
Doxford	£4,857	£3,382	£1,475
Hendon	£8,091	£2,332	£5,759
Millfield	£7,481	£2,372	£5,109
Ryhope	£8,789	£632	£8,157
St Michael's	£10,179	£2,782	£7,377
Total	£39,377	£11,500	£27,877

#### 3. Strategic Investment Plan (SIP)

- 3.1 Following the July 2010 Committee meeting, £76,836 remained to be allocated during 2010/11.
- 3.2 There is one project detailed in **Annex 2c** which is recommended for approval, subject to match funding being secured, or a guarantee that the project can be delivered on a smaller scale, is as followed :

Table 2: SIP application for approval

Organisation	Project	Ward	Total
1. Sunderland Maritime Heritage	M V Willadora	Hendon	£40,000

- 1.3 The projects recommended for approval from the 2010/11 budget total £40,000. Should Committee approve this proposal the remaining balance for the 2010/11 allocation would be £36,836.

#### 4. Strategic Initiatives Budget

- 4.1 Following the July 2010 Committee meeting £276,680 remained to be allocated during 2010/11.
- 4.2 Project detailed in **Annex 2c** is recommended for approval, is as follows:

Table 3: SIB application for approval

Organisation	Recommendation	Total
2. Sunderland City Council	Approve	£35,250

- 4.3 Project recommended for approval from the 2010/11 budget total £35,250. Should Committee approve this proposal the remaining balance for the 2010/11 allocation would be £241,430.

**Financial Statement for Sunderland East Area Committee  
Funding Streams 2010-11 as at 13 September 2010**

<b><u>Community Chest</u></b>			
	<b>Community Chest Budget</b>	<b>Approvals total</b>	<b>Balance</b>
<b>Available funding 2010/11</b>			
Hendon	£11,141	£3,050	<b>£8,091</b>
Millfield	£11,231	£3,750	<b>£7,481</b>
Ryhope	£10,089	£1,300	<b>£8,789</b>
St Michael's	£11,339	£1,180	<b>£10,159</b>
Doxford	£10,057	£5,200	<b>£4,857</b>
<b>Total</b>	<b>£53,857</b>	<b>£14,480</b>	<b>£39,377</b>

<b><u>Strategic Initiatives Budget (SIB)</u></b>				
<b>Available funding 2010/11 (£277,456 2010-11, carried over £140,187 2009/10)</b>				
	<b>Committee Date</b>	<b>Budget</b>	<b>Approval totals</b>	<b>Balance</b>
<i>List of approved projects from 2010-11</i>				
Friends of Mary Magdalene's	21.07.10	£417,643	£33,175	£384,468
Sunderland Heritage Forum	21.07.10	£384,468	£13,600	£370,868
Sunderland MIND	21.07.10	£370,868	£20,645	£350,223
St Aidans RC School	21.07.10	£350,223	£27,000	£323,223
Chance	21.07.10	£323,223	£15,000	£308,223
Sunderland City Council: Mill Hill Rd Education Business Connections	21.07.10	£308,223	£20,000	£288,223
	21.07.10	£288,223	£11,543	£276,680
<b>Remaining balance</b>		<b>£417,643</b>	<b>£140,963</b>	<b>£276,680</b>

<b><u>Strategic Investment Plan (SIP)</u></b>			
Wards eligible for SIP funding Hendon, Millfield, St Michael's and Ryhope wards only			
	<b>SIP Budget</b>	<b>Approval totals</b>	<b>Balance</b>
<b>Available funding 2009-11</b>	£227,293	-	-
Hendon	£56,823	£4,989	£51,834
Millfield	£56,823	£56,823	£0
Ryhope	£56,823	£35,645	£21,178
St Michael's	£56,823	£55,000	£1,823
<b>Balance</b>	<b>£227,293</b>	<b>£152,457</b>	<b>£76,836</b>

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

WARD	PROJECT	AMOUNT	ALLOCATION 2010/2011	PROJECT PROPOSALS	PREVIOUS APPROVALS	BALANCE REMAINING
<b>Doxford</b>	<b>Doxford Park Craft Club</b> – Contribution towards room hire and social activities.	500				
	<b>Doxford Park Bowls Club</b> - Contribution towards room hire and social activities	500				
	<b>Doxford Park Forum Coffee Morning Group</b> – Contribution towards trips, refreshments etc.,	500				
	<b>Sunderland Remembrance Day Parade Steering Group</b> – Contribution refreshments, bands, transports etc.,	100				
	<b>Christmas Shopping Evening</b> – Contribution towards transport, wheelchairs, refreshments etc.,	32				
	<b>Friends of Blayney Woods</b> – Contribution towards audit of conservation area.	750				
	<b>Hall Farm F.C.</b> – Contribution towards start up costs, equipment, strips, fees etc.,	500				
	<b>Sunderland Schools Football Association</b> – Contribution towards pitch fees, trophies etc.,	1000				
	<b>Church View Alternative Holistic Therapies</b> – Contribution towards aromatherapy sessions.	500				
	<b>Totals</b>		<b>10,057</b>	<b>4,382</b>	<b>5,200</b>	<b>475</b>
<b>Hendon</b>	<b>BME Kushi Women’s Group</b> – Contribution towards health and wellbeing for members of the group.	1000				
	<b>Royal British Legion</b> – Contribution towards roof repairs.	500				
	<b>Sunderland Remembrance Day Parade Steering Group</b> – Contribution refreshments, bands, transports etc.,	100				
	<b>Christmas Shopping Evening</b> – Contribution towards transport, wheelchairs, refreshments etc.,	32				
	<b>Totals</b>		<b>11,141</b>	<b>1,632</b>	<b>3,050</b>	<b>6,459</b>
<b>Milfield</b>	<b>Deptford &amp; Millfield C.A. Carpet Bowls</b> – Purchase of coloured woods.	450				
	<b>Deptford Homing Society</b> – Purchase of generator.	290				

	<b>Millfield 'n' Pallion Panthers F.C.</b> – Purchase of strips, equipment etc.,	500				
	<b>Indian Cultural Association</b> – Contribution towards trip to Blackpool.	500				
	<b>Royal British Legion</b> – Contribution towards roof repairs.	500				
	<b>Sunderland Remembrance Day Parade Steering Group</b> – Contribution refreshments, bands, transports etc.,	100				
	<b>Christmas Shopping Evening</b> – Contribution towards transport, wheelchairs, refreshments etc.,	32				
	<b>Totals</b>		<b>11,231</b>	<b>2,372</b>	<b>3,750</b>	<b>5,109</b>
<b>Ryhope</b>	<b>Royal British Legion</b> – Contribution towards roof repairs.	500				
	<b>Sunderland Remembrance Day Parade Steering Group</b> – Contribution refreshments, bands, transports etc.,	100				
	<b>Christmas Shopping Evening</b> – Contribution towards transport, wheelchairs, refreshments etc.,	32				
	<b>Totals</b>		<b>10,089</b>	<b>632</b>	<b>1,300</b>	<b>8,157</b>
<b>St. Michael's</b>	<b>St. Nicholas Church Hall</b> – Contribution towards path repairs.	2000				
	<b>SSAFA Big Brew Up</b> – Contribution towards coffee morning, hire of hall, entertainment, prizes, refreshments etc.,	150				
	<b>Royal British Legion</b> – Contribution towards roof repairs.	500				
	<b>Sunderland Remembrance Day Parade Steering Group</b> – Contribution refreshments, bands, transports etc.,	100				
	<b>Christmas Shopping Evening</b> – Contribution towards transport, wheelchairs, refreshments etc.,	32				
	<b>Totals</b>		<b>11,339</b>	<b>2,782</b>	<b>1,180</b>	<b>7,377</b>
<b>Totals</b>			<b>53,857</b>	<b>11,800</b>	<b>14,480</b>	<b>27,577</b>

## Executive Summary: SIP/SIB funding applications

**Application No.1**

<b>Name of Project</b>	M V Willadora Renovation
<b>Lead Organisation</b>	Sunderland Maritime Heritage

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIP requested</b>
£95,000	£55,000	£40,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
6 months	October 2010	March 2011

**The Project**

The group are seeking a one off capital award to restore a listed ship with the national historic ships register, called M.V. Willadora. The applicant states the history of the MV Willadora is endearing and unique to the North East. It was famously used to transport troops from the beaches of Dunkirk up back to the North East, saving over 300 local soldiers, the majority from Sunderland. The Maritime group own the ship but it is unusable on the water, if funding was secured refurbishment works would be completed to launch the ship on the river, providing journeys up and down the river with historical talks being given about the river, ship buildings and the MV Willadora. This will be staffed by volunteers, keeping running costs to a minimum. A basic cover charge will exist but that is to maintain the future maintenance and cleaning of the ship, to ensure it has a long future ahead.

**Need for Project**

The Sunderland East Area Committee meeting identified that they are no activities being delivered along the river corridor on the East side of the Bank, this is highlighted in the Sunderland East Local Area Plan, Attractive and Inclusive theme, action plan.

**Outputs of the Project**

<b>Output Code</b>	<b>Target 2010/11</b>	<b>Target 2011/12</b>
A6- number of community or educational events held	2	2
P3-no of people volunteering.	14	0

**Recommendation                      Approve**

- The project strategically fits under Attractive and Inclusive theme to make more of key attractions and attract more visitors to the City to see them and to deliver more activities along the river corridor , as it will provide a historical attraction on the East side of the river.
- The SIP element of the funding has the support of the local ward Councillors.
- The group may secured 58% of match funding and it will bring benefit the local community.

**Subject To:**

- Subject to match funding being secured, or a guarantee that the project can be delivered on a smaller scale.
  - Linkages to be made to East VCS Area Network.

## Application No.2

<b>Name of Project</b>	Vehicle Activated Signs (VAS)
<b>Lead Organisation</b>	Sunderland City Council

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£35,250	Nil	£35,250
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
4 years 7 months	October 2010	March 2015

### **The Project**

The Council are seeking a one off capital fund to purchase five VAS along with a small percentage of revenue to deliver the project. VAS can be erected to show drivers a warning of the existing speed limit, if approaching speeds are high. The VAS display an illuminated graphic of the speed limit. VAS can be used to reduce vehicle speeds. One VAS could be used to target four sites per year if redeployed every 13 weeks.

Based on current demand, the ability for East Area Committee to target 20 sites (four per Ward) is considered to be a reasonable limit, which would require the purchase of a total of 5 VAS, 15 retention sockets, with redeployed of each sign four times per year. After its first year the rolling programme will identify the five highest recorded locations out of the twenty locations, which will then be the final fixed sites for a further three years. This is proposed due to the current climate regarding finance as no commitment can be made from the Council to maintain the programme, post March 2011 at this stage, this may however change over the year.

If future alternative funding is sought, via core or future SIB funding the opportunity will be there to reinstate the rolling programme and alternate between fixed or short term locations, if necessary.

### **Need for Project**

During a meeting held between police and East area Cllrs in July 2010, it was identified that via the Local Confidence Survey Report, conducted by the Safer Sunderland Partnership involving 15,000 residents every quarter, residents ranked speeding and dangerous driving across the East area as their 3<sup>rd</sup> priority that should be addressed to increase confidence levels in their community.

The project is aimed at known hotspots of speeding via residents complaints through the Call Centre, discussions at local ward surgeries, complaints received from Police, accident records and speed gun data, this information has confirmed and evidenced the need for the project.

### **Outputs for Projects**

Output	Target 2011/12
S3: number of CCTVS and Monitoring equipment installed	5

### **Recommendation                      Approve**

- The project strategically fits under the work plan for 2010-11, which was to reduce Anti Social Behaviour and increase confidence and trust levels in the community.
- The July 10 meeting of the Area Committee agreed to invite Sunderland City Council to submit an application to fund five VAS's for the East along with associated revenue costs to deliver a rolling programme across the area for one year, as recommended from the Joint Enhanced meeting between all East area elected members and Northumbria Police.

### **Subject to:**

- After year one, an evaluation of the projects success to be conducted and feedback into Area Committee for consideration on potential ways to continue the project.
- A protocol to be established between East Area Councillors and Officers to assist Area Committee to prioritise sites for deployment and chose the final locations with support from Traffic and Road Safety.

## Sunderland East Area Committee

13 September 2010.

### Report of the Chief Executive

#### Influencing Practice, Policy and Strategy

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

- 1.1. This report offers Members the opportunity for consultation on plans and strategies relevant to the Sunderland East area. It also provides information and updates which will encourage Members to feed into proposals for service or policy change.

##### 2. Recommendation

- 2.1 Members are requested to consider the draft Sunderland Partnership Volunteering Strategy and Action Plan, which is currently subject to consultation, and to participate in the consultation process to ensure that the strategy will effectively address the volunteering needs of the East area.

##### 3. Information and Updates

- 3.1 The Committee will be aware that the Sunderland Partnership Volunteering Strategy and Action Plan consultation process is currently ongoing. A draft document has now been produced to seek views through a formal consultation process. An extract from the document is attached as Annex 1. The Annex is the action plan which indicates proposed actions to reflect the changing landscape of volunteering at both the national and local level, and to build upon existing good practice in Sunderland. The Strategy and accompanying action plan will provide the basis for partners and organisations to work together to raise the profile of volunteering and increase the number and diversity of volunteers in the City.

The Council acknowledges the vitally important contribution volunteers make in Sunderland. The Sunderland Volunteering Strategy is a tool to steer future work around volunteering.

Annex 1: Sunderland Volunteering Strategy Draft Action Plan

**Contact Officer:** Nicol Trueman, Sunderland East Area Officer  
Tel: 0191 561 1162 email: Nicol.trueman@sunderland.gov.uk

**Item 4: Annex 1:**

Extract from the Sunderland Volunteering Strategy Draft Action Plan. Full document available at [www.sunderlandcompact.org.uk](http://www.sunderlandcompact.org.uk).

Deadline 17 September 2010, 5pm.

<b>Objective 1</b>				
<b>Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering)</b>				
Key: Short term 2011 Medium term 2011 – 2013, Long term 2013 onwards				
<b>Outcome</b>	<b>Outputs or Deliverables</b>	<b>Timescale S/M/L</b>	<b>Key Partners (supporting partners)</b>	<b>Links to other actions and strategies</b>
Improved access to information and understanding of volunteering	Providing greater choice of activities by encouraging more organisations to register or update volunteering opportunities with Sunderland Volunteer Centre.			
	Monitor and evaluate take-up of volunteering opportunities, ensuring volunteering meets individual and organisational needs.			
	Develop a co-ordinated approach to e-enabled volunteering opportunities (e.g. website links), through Sunderland Partnership organisations and the wider VCS.			
	Developing outreach services, targeted at identifying and meeting the needs and aspirations of geographical communities and communities of interest where there are barriers or low levels of volunteering.			
	Provide additional support mechanisms, including buddying schemes for new or less confident volunteers and those who may find it difficult to access services.			
	Support the promotion of volunteer opportunities through SVC.			
	A diverse range of local people involved in the review of Local Area Plans and other decision-making processes.			
	Developing programme of events to network potential volunteers with opportunities without reliance on Internet access (e.g. 'volunteer speed dating', and volunteer fairs).			
	Continue to promote awareness of existing volunteering resources, (targeted circulation of literature and high visibility promotions).			
	Continuing to work with government schemes designed to promoting volunteering opportunities for young people.			
	Continuing to work with groups to develop menu of volunteering activities for a diverse range of volunteers			
	Support the delivery and coordination of volunteering recruitment campaigns, with a specific focus on engaging under-represented groups (e.g. through the Sunderland Echo and Community Newsletters).			

<b>Objective 2</b>				
<b>Recognising and rewarding volunteers for their role in delivering services and improving the lives of people in the City</b>				
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards				
<b>Outcome</b>	<b>Outputs or Deliverables</b>	<b>Timescale S/M/L</b>	<b>Key Partners</b>	<b>Links to other actions and strategies</b>
Recognition of the valuable contribution volunteers make to Sunderland and of the benefits to the individual	Co-ordinating high profile media campaigns, celebrating volunteering in Sunderland and profiling individual case studies and volunteering opportunities.			
	Using the Sunderland Partnership website/TV/ publications, including those of all Sunderland Partnership organisations, to profile the roles of volunteers.			
	Developing a partnership approach to Sunderland Volunteer Celebration events and awards at the area and City level.			
	Establishing how regional volunteer celebration events can link to the Sunderland perspective.			
<b>Objective 3</b>				
<b>Supporting volunteers to increase confidence, learning, skills and employability prospects</b>				
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards				
<b>Outcome</b>	<b>Outputs or Deliverables</b>	<b>Timescale S/M/L</b>	<b>Key Partners</b>	<b>Links to other actions and strategies</b>
Increased confidence for those volunteering	Build upon current good practice, for example, Sunderland City Council's Health Housing and Adult Services Mentoring Scheme by encouraging more organisations to provide mentors to support the development of skills and knowledge of volunteers with disabilities, including mental health.			
	Encouraging organisations (including the private sector) to provide mentors & volunteering opportunities for those at risk of exclusion, (e.g. BME groups, young people Not in Education, Employment or Training (NEET) and disabled people).			
Organisations are able to provide volunteers with access to support, training and appropriate qualifications	Developing links between volunteer managers and employability support services to improve understanding the role of volunteering in improving employment prospects.			
	Developing the existing organisational Volunteers Network to share good practice for the benefit of the organisation and ultimately individual volunteers.			
	Providing guidance to smaller organisations supporting volunteers to help them make best use of potential and existing volunteers.			
	Enabling volunteers to progress into education, training, employment or other volunteering opportunities.			
	Working with local training providers and educational institutions to ensure that organisations are aware of opportunities for volunteers to			

	develop their skills (e.g. Basic Skills, English language), especially as a pathway to employment or further/higher education.			
Raise awareness of link with employability, in context of recession and increasing employment opportunities	Employment support services to advise clients on the important role of volunteering in gaining employment, and the implications on benefit entitlement.			

**Objective 4**  
**Increase number of organisations with Employer Supported Volunteering Schemes**

Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards

<b>Outcome</b>	<b>Outputs or Deliverables</b>	<b>Timescale S/M/L</b>	<b>Key Partners</b>	<b>Links to other actions and strategies</b>
Mechanisms in place that promote, assist and develop Employer Supported Volunteering	Promoting organisations with effective employer supported schemes supporting other organisations to develop volunteering opportunities.			
	Developing supported volunteering sessions to individuals interested in volunteering, providing them the opportunity to explore potential volunteer roles and activities.			
	Support Sunderland Partnership organisations to have employee volunteering opportunities and associated policies.			
	Celebrating employee volunteering through organisational celebration events and rewarding those who make a real difference in communities.			
Promote the benefits of employer supported volunteering in SMEs.	Employers understanding the benefits of volunteering to their organisation, sharing good news stories and case studies of successful schemes.			
	Developing the support mechanisms for SMEs to confidently instigate volunteering opportunities.			
Increased skills and capacity of voluntary-led management committees	Encourage employers and employees to become actively involved in voluntary-led management committees.			
	Voluntary-led management committees to identify skills shortages and actively seek to recruit into these through the Sunderland Volunteer Centre.			
	Develop role descriptions for volunteers and ensure appropriate support/supervision arrangements.			

**Objective 5**  
**To improve management of volunteers and delivery of volunteering programmes**

Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards

Outcome	Outputs or Deliverables	Timescale S/M/L	Key Partners	Links to other actions and strategies
Demonstrating how volunteers add value to organisations	Accessing relevant training and information for managers of volunteers (e.g. promotion of the Volunteering Toolkit and associated training) to promote good practice when managing volunteers and maintaining quality standards.			
Safe recruitment and induction of volunteers	Appropriate CRB and Vetting and Barring processes in place and volunteers provided with appropriate inductions by organisations who engage with volunteers.			
Appropriate support to existing volunteers	Determining the support needs of volunteers, and how organisations may assist (e.g. voluntary sector led management committee governance needs).			
A clear and accurate picture of volunteering within the City as a whole	Organisations recording information on volunteers (e.g. numbers, demographics, type of activity, hours and progression).			
	Coordinated approach to data collation, analysis and target setting.			
	Undertaking regular and accurate impact assessments of volunteer activity across the City.			
	Volunteer organisations carrying out satisfaction surveys of beneficiaries.			

**Question – The Sunderland Volunteering Strategy Action Plan**

**Are the actions outlined above relevant to the Sunderland Volunteering Strategy? Are there any additions?**

**Are there any actions that your organisation can deliver upon? What are your thoughts on possible key partners and timescales? *(Please populate above)***

**Answer:**