

**At a meeting of the WEST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on THURSDAY, 4<sup>TH</sup> FEBRUARY, 2010 at 5.30 p.m.**

**Present:-**

Councillor D. Forbes in the Chair

Councillors Allan, M. Dixon, P. Gibson, Gofton, L. Martin, Morrissey, Old, J.B. Scott, Tye, P. Watson, S. Watson and A. Wilson

**Also Present:-**

Keith Beardmore	Area Lead Executive	Sunderland City Council
Kath Butchert	Integrated Youth Officer	Sunderland City Council
Les Clarke	Head of Street Scene	Sunderland City Council
Jodie Collins	Employee Communications Officer	Sunderland City Council
Stephen Dodds		Nexus
Kevin Douglas	Media Officer	Sunderland City Council
Kevin Johnson	Principal Landscape Architect	Sunderland City Council
Carol Lewis	Play Pathfinder Programme Manager	Sunderland City Council
Lucy Malarkey	Head of Neighbourhoods	Gentoo Sunderland
Vivienne Metcalfe	Area Community Development Co-ordinator	Sunderland City Council
Andy Neal	Youth Development Group Manager	Sunderland City Council
Sandra Mitchell	Head of Performance Improvement and Policy	Sunderland City Council
David Noon	Senior Democratic Services Officer	Sunderland City Council
Richard Parry	Area Officer	Sunderland City Council
Helen Peverley	Project and Service Development Manager	Sunderland City Council
Ken Robinson	Inspector	Northumbria Police
Tom Terrett	Trading Standards and Licensing Manager	Sunderland City Council
Lisa Theaker	Inspector	Northumbria Police
John Usher		Nexus

**Apologies for Absence**

Apologies for absence were submitted to the meeting on behalf of Councillors Arnott, Oliver, P. Smith, A. Wright and T. Wright and also on behalf of Nonnie Crawford and Peter Iveson.

## **Minutes of the Last Meeting of the Committee held on 4<sup>th</sup> November, 2009**

1. RESOLVED that the minutes of the last meeting of the Committee held on 4<sup>th</sup> November, 2009 (copy circulated), be confirmed and signed as a correct record.

Councillor M. Dixon referred to page 7 and advised that he had yet to receive the written reply regarding the A690 Christmas Lighting Project as promised in the minutes.

Councillor D. Allan referred to page 5 in respect of the Barnes Park Regeneration and expressed concern at the dumping of excavated material in the Barnes Park Extension.

### **Declarations of Interest**

Item 7, Annex 2 (ii), Community Leaders of the future.

The following Members declared a personal and prejudicial interest in the item and left the room during its consideration as the applicant was a Labour Party Parliamentary Candidate and was known to them personally:-

Councillors Allan, D. Forbes, Gofton, Old, J.B. Scott, P. Watson, S. Watson and A. Wilson.

Councillors P. Gibson and P. Tye declared a personal and prejudicial interest in the item and left the room during its consideration as they were both connected to the bid and the applicant was known to them personally.

### **Questions to Area Committee – Review of Pilot Scheme**

The Chief Executive submitted a report (copy circulated) which briefed the Committee on the implementation of the pilot Questions to Area Committees Scheme and which sought agreement to the extension of the pilot and a review of the Scheme being reported to a future meeting of the Committee.

(For copy report – see original minutes).

2. RESOLVED that:-

- (i) the report be received and noted; and
- (ii) approval be given to the extension of the pilot and to a report on the review of the Scheme being submitted to the Committee in due course.

## **West: An Attractive and Inclusive Area Summary**

The Chief Executive submitted a report (copy circulated) which highlighted the following 'Attractive and Inclusive Area' priorities previously identified by the Committee, key issues and their background, current activity delivered day by day by services, identified gaps in services together with options and proposals:-

- (i) improve the environment;
- (ii) improve local shopping centres;
- (iii) improve local parks;
- (iv) regenerate the riverside;
- (v) improve public transport.

(For copy report – see original minutes).

Richard Parry, Area Officer, presented the report and introduced Carol Lewis, Play Pathfinder Programme Manager, Sunderland City Council, together with John Usher and Stephen Dodds of Nexus who provided Members with presentations on priorities in relation to the improvement of local parks and the improvement of public transport respectively.

With regard to options to complete Phase 2 of the City Adventure Play Park, Ms. Lewis advised that it was proposed to bring an SIB bid before a future Committee for approximately £50,000.

With regard to improvements to public transport, Mr. Usher informed Members that a presentation on the Nexus Accessible Bus Network Design Project and Consultation would be provided at the next meeting.

With regard to the accessibility of buses and the deadline for the implementation of accessible buses, Councillor Allan asked if Mr. Usher could confirm rumours that certain bus companies were lobbying to get the deadline set back. Mr. Usher replied that he was not aware of any such moves but that he would investigate Councillor Allan's concerns and report back.

In response to an enquiry from Councillor M. Dixon, the Committee was informed that the Council's Team of Environmental Enforcement Officers did make school visits as part of their educating role.

3. RESOLVED that the Committee:-

- (i) receive a report on the implications and opportunities for the West area within the Green Space Strategy and Green Infrastructure Strategy;
- (ii) receive a report on potential park structural improvements and note the intention to submit a SIB bid for approximately £50,000 as part of options to complete Phase 2 of the City adventure play park;
- (iii) receive a report on improving waste and unsightly land;

- (iv) investigate the potential of Claxheugh riverside for water sports, recreation and parkland;
- (v) investigate an 'Employment Initiative' linking construction skills required to build the new bridge, and its infrastructure, with training opportunities;
- (vi) receive an update report at a future meeting regarding the Nexus Secured Services Strategy and Consultation.

### **Thematic Feedback Report – West Area Action Plans**

The Chief Executive submitted a report (copy circulated) which provided the Committee with an opportunity to discuss feedback on actions taken to date with regard to its priorities in relation to its Safe, Attractive and Inclusive and Learning Action Plans.

Richard Parry, Area Officer, presented the report and introduced:-

- (i) Inspector Lisa Theaker and Inspector Ken Robinson of Northumbria Police who provided Members with feedback on partnership working in relation to Crime Reduction;
- (ii) Kath Butchert, Integrated Youth Officer, Sunderland City Council, who updated the Committee on the new commissioning arrangements for youth provision; and
- (iii) Kevin Johnson, Principal Landscape Architect, Sunderland City Council, who briefed the Committee on proposals for tree planting and street scene improvement, including tree lining the outer ring road from European Way, Ford Estate, Plans Farm and Premier Road, Members noted the proposal to submit a SIB bid to a future meeting of the Committee for approximately £10,000 in connection with the proposed tree planting.

Councillor Gofton referred to the XL Youth Villages Diary (copy tabled) and enquired about the 8.30 p.m. finish time. Ms. Butchert confirmed that this was partly due to the dark nights but also because the villages were being sited within residential areas and the associated music could become a potential nuisance if they continued later. The villages were being attached to recognised community buildings so if the weather was poor the events could switch indoors with relative ease.

With regard to the tree planting schemes, Councillors Gofton and P. Watson welcomed the mental health aspects of the proposals, however, Councillor Watson stated that he would like to understand what the proposed £10,000 would be attributed to.

Councillor L. Martin questioned where the funding would be coming from, especially given that in the past the Council had undertaken schemes to remove trees and grass verges in areas such as St. Gabriels Avenue.

In reply Keith Beardmore, Director of Financial Resources and Area Lead Executive, advised that officers would go away and investigate potential sources of funding for the Scheme and report back.

4. RESOLVED that the updates, activities and actions in respect of the Safe, Attractive and Inclusive and Learning Area Action Plans as detailed in the report and presentations be received and noted.

### **Financial Statement and Funding Requests**

The Chief Executive submitted a report (copy circulated) in respect of the above matter which sought Committee approval for the following recommendations:-

- (i) to approve 10 proposals for funding from the Community Chest;
- (ii) to approve the following 2 proposals for SIB funding:-
  - £5,000 for the Miners' Memorial Project;
  - £10,000 for the Seaburn Public Realm Project;
- (iii) to defer the following 2 proposals for SIB funding:-
  - Community Leaders of the future;
  - Green Team;
- (iv) to reject a proposal for SIB funding received from Kool Kids (Dance Sunderland);
- (v) to note the financial statement for Area Committee funding for 2009/10.

Richard Parry, Area Officer, presented the report and advised Members that following the November 2009 meeting a balance of £314,814 remained to be allocated from the 2009/10 SIB budget. Should the Committee approve the two applications for funding before it, the remaining balance would be £299,814.

Councillor Gofton complimented Mr. Parry on the clarity and readable nature of his reports.

With regard to the application in respect of SIB funding for the Community Leaders of the Future project, 10 Members declared a personal and prejudicial interest in the application and retired from the Committee room. The meeting therefore became inquorate at this juncture and the application in respect of the Community Leaders of the Future project stood adjourned.

With regard to the SIB applications in respect of the Miners' Memorial and Seaburn Public Realm, Councillor Allan stated that on this occasion he was prepared to support the bids, however, these were obviously Citywide projects. He added that the SIB funding had been delegated to the Area Committees to do good work within their own areas. He contended that rather than going through the processes of the medium term financial plan, officers were going through the back door to raid Area Committee budgets and he would not support any similar requests in the future.

Councillor L. Martin echoes Councillor Allan's sentiments, however, he did not feel able to support the bids because of their Citywide nature.

The two applications were therefore put to the vote with 10 Members voting in favour of the Miners' Memorial application with 2 voting against and 11 Members voting in favour of the Seaburn Public Realm application and one voting against.

5. RESOLVED that:-

- i) approval be given to the granting of £5,000 SIB funding to the Miners' Memorial Window project;
- ii) approval be given to the granting of £10,000 SIB funding in respect of the Seaburn Public Realm Scheme;
- iii) the application received from Green Team (Groundwork) for SIB funding of £53,825 be deferred;
- iv) the application received from Kool Kids (Sunderland Dance) for SIB funding of £11,645 be declined;
- v) the financial statement for 2009/10 be received and noted; and
- vi) approval be given to all 10 proposals recommended for support from the 2009/10 budget as detailed in Annex 1 of the report.

#### **Area Review Process – Introduction of Referral Criteria and Process for Dealing with Issues of Local Concern Incorporating a Revised Mechanism for Councillor Call for Action – Initial Proposals**

The Chief Executive submitted a report (copy circulated) which advised Members of the proposed introduction of a Referral Criteria and process for dealing with an Area Review process, which could be used by Area Committees, Scrutiny Committees and the Sunderland Partnership, and which included an amalgamation with the Councillor Call for Action Mechanics.

(For copy report – see original minutes).

6. RESOLVED that:-

- i) the introduction of the referral criteria and process for determining the appropriateness of undertaking an investigation triggered either by the non-mandatory referral / Councillor Call for Action route be supported;
- ii) subject to the comments received from the Area Committees (along with the Scrutiny Committees and Sunderland Partnership), the revised procedure be referred to Cabinet for approval, implemented and included in the Area Committee Handbook.

### **Area Voluntary and Community Sector (VCS) Networks and Volunteering in Your Area**

The Executive Director of City Services submitted a report (copy circulated) which informed the Area Committee of progress and proposed future developments regarding the involvement and representation of the Voluntary and Community Sector with the new Area Arrangements to enable a more proactive level of participation in the delivery of the Local Area Plans.

(For copy report – see original minutes).

Vivienne Metcalfe, Area Community Development Co-ordinator, presented the report and informed Members of the intention to celebrate the contribution of volunteers in the West Area at an event to be held in the Sandhill Centre on 24<sup>th</sup> February, 2010. This would feed into the Annual Volunteer Celebration to be hosted by the Mayor of Sunderland at the Seaburn Marriott Hotel during National Volunteer Week (1<sup>st</sup> to 7<sup>th</sup> June, 2010). Ms. Metcalfe having asked Members to inform her of anyone they felt should receive an invitation to the February event, it was:-

7. RESOLVED that the report be received and noted.

### **Responsive Local Services**

The Executive Director of City Services and Chief Executive submitted a report (copy circulated) which presented the Committee with current standards for the Services currently being provided as part of the Responsive Local Services project.

(For copy report – see original minutes).

Helen Peverley, Project and Service Development Manager, presented the report highlighting in particular the service performance data for the period September to October 2009 as detailed in paragraph 5.

Councillor Allan paid tribute to the refuse collection staff for their work carried out during recent difficult circumstances.

Councillor M. Dixon also thanked City Services for the work undertaken in the St Chad's Ward for which residents were very grateful.

Councillor Gibson referred to a recent resident complaint on behalf of the St. Chad's residents made to the Sunderland Echo about a dog waste bin that had not been emptied for 5 weeks. Upon investigation it had been found that the bin concerned was in fact only three quarters full. There was, however, a litter bin nearby that was overflowing with plastic bags of dog waste together with a number of bags dumped around it. The message needed to be reinforced to the public that litter bins should not be used for dog waste.

Councillor L. Martin advised that the two dog waste bins in the Barnes Park extension were overflowing and asked if it was possible on a temporary basis to relocate dog waste bins from the main Barnes Park while it was closed for refurbishment.

Councillor Tye paid tribute to the staff involved in responding to a call to the 553 1999 number to remove drugs paraphernalia. The request had been responded to and the area cleaned within one hour on a Sunday.

Councillor Dixon asked if the information could be broken down do a Ward by Ward level. Ms Peverley replied that it was currently difficult to access the data base to that detail however the Service was looking to breakdown the information to postcodes so that hotspots could be identified.

8. RESOLVED that the report be received and noted and that further updates be submitted in due course.

The Chairman then closed the meeting having thanked Members and Officers for their attendance.

(Signed) D. FORBES,  
(Chairman).



## **West Sunderland Area Committee**

**24 February 2010**

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

#### **West: A Prosperous Area Summary**

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

1.1 At its July meeting, the committee agreed its work plan for the 2009/10 municipal year and the Prosperous priority is the fifth to come to committee for discussion and consideration.

##### **2. Description of Decision**

2.1 Area Committee is asked to note the reports and the following **actions** identified in Annex 1a and 1b:

- Receive regular updates on measures to increase employment opportunities;
- Review of learning provision;
- Identify and support new learning providers;
- Continue the development of an holistic approach to raising aspirations;
- Promote more the development of more Voluntary and Community Sector learning providers;
- Support long term grass roots employability services and community based first rung learning opportunities;
- Results from the 'Visible Workspace' project to be provided, once available;
- Sunderland arc to provide progress reports/further information to Area Committee regarding current and future activities when available.

##### **3. Background**

3.1 Across West Sunderland unemployment levels are lowest in Barnes ward at 5.9% and highest in Pallion ward at 13%. The City average is 8%. Sandhill (11.6%) and St Anne's (10.5%) are also higher than the City average. The level for Silksworth and St Chad's (7.5%) is lower.

There are a number of factors that impact on residents' ability to work; more residents are economically inactive (which means they aren't looking to work e.g. residents looking after a home, retired, students etc.) and

levels are higher in Pallion (45%), Sandhill (44.5%), St Anne's (43.5%) and St Chad's (43.5%) than the City average of 39.4%. Contributory factors are the higher rates of permanently sick and disabled residents in these wards. The percentage of benefit claimants in West Sunderland is 22.4%, which is slightly higher than the City average of 20.2%. All wards are above the City average with the exception of Barnes with a 12.9% claimant rate. The percentage of incapacity benefit claimants is higher than the City average of 10.9% across all wards with the exception of Barnes at 5.8% of its population.

In West Sunderland job prospects are identified by residents as the tenth most important thing in making somewhere a place to live (from a range of 20 options). This is slightly lower than the City average.

3.2 Following the extensive programme of consultation with members, partners, community stakeholders and the wider community, the agreed priorities for this theme are:

- Provide comprehensive support in order to increase employment opportunities;
- Provide access to educational activities for all adults;
- Focus on community based and informal learning;
- Develop an holistic approach to raising the skills and aspirations of adults, in relation to employability;
- Promote social inclusion, engagement and well being to encourage participation in employment training;
- Ensure a strong economic infrastructure.

3.3 Who has been involved?

- Business Investment Team;
- Strategic Economic Development Team;
- Corporate Policy Team;
- Sunderland arc;
- Area Co-ordination Team.

3.4 Key Dates

- Aug 09: Initial meeting held with key partners to discuss priorities, what services are being currently delivered, any gaps, and general comments;
- 15.02.10 : Report deadline for Area Committee
- **24.02.10 : Area Committee, discuss and agreed recommendations**
- 29.03.10 : Feedback deadline
- 07.04.10 : Area Committee: Feedback presented
- 29.03.10 : Deadline for End of year report for Area Committee
- 07.04.10 : Area Committee End of Year report presented

#### 4. Prosperous Theme Area Summary

4.1 Attached as Annex 1a is the area summary for the Prosperous theme.

The annex covers:

- Priorities agreed at Area Committee
- Background/Key Issues
- Current activity
- Any gaps, identified needs or general comments
- Actions and Proposals with lead organisations identified

## **5. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland West Local Area Plan
- Information provided by partners and officers at a Prosperous workshop event August 2009 and one to one meetings

**6. Contact Officer:** Richard Parry, Area Officer  
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**Annex 1a:** Sunderland West Prosperous Area Summary

**Annex 1b:** Developing an Economic Masterplan for Sunderland

## Priority One: Provide comprehensive support in order to increase employment opportunities

### Key Issues/background

There are a number of services and organisations who can provide business advice and support. It is recognised that there needs to be a co-ordinated approach to ensure that businesses get the full range of services for which they are eligible.

### Current activities

As part of the Government's Solutions for Business initiative to simplify and streamline services, a Sunderland Business Support Network has been established. The Network meets regularly to discuss and co-ordinate activity. Business support agencies hold weekly meetings to discuss individual cases and ensure they are being offered relevant support.

The Working Neighbourhoods Fund (WNF) programme has brought a significant level of funding to the City, as set out below;

- 2008/2009 - £8.590m
- 2009/2010 - £10.456m
- 2010/2011 - £10.904m

A Working Neighbourhoods Strategy has been developed resulting in a number of projects being supported in the City:

- Employment Specialists (Mental Health) - addressing people long term mental health needs and problematic substance abuse and NEET groups;
- Kickstart – addressing young offenders, parents, care leavers, young people;
- The Hub project – young people in or in a risk of being in NEET;
- Work it out! – addressing workless people on inactive benefits and disadvantaged people and groups living in deprived areas, which is based in Pennywell;
- PIE – addressing Carers/ex Carers aged 16 – 65;
- Sunderland Coaching Academy addressing a wide range of disadvantaged groups;
- Skills Bridge – addressing low skilled, hardest to reach benefit claimants;
- Employment support for people with disabilities;
- Sunderland Council's Job Linkage Core Delivery Services;
- Essential Steps to Employability, addressing people with no or low skills;
- Unlocking potential addressing young people in the NEET group;
- Boosting Enterprise.

Early in 2009 Sunderland City Council commissioned an Employment Skills Survey to establish what current and future skills needs are in order to match skills with employers' needs. Route ways to Employment in the public sector, healthcare and contact centre have been developed as a result. In partnership with Sunderland University, the exercise will be repeated in 2010 to ensure that information is relevant and updated. Results will be used to influence future WNF development and interventions.

Funded through WNF, the Working Links part of Job Linkage service is working closely with employers to ensure that job vacancies can be matched with skills development to ensure employment training is appropriate for the vacancies both current and anticipated.

SAFC Foundation is working in partnership with the Department for Work and Pensions (DWP) and Job Centre Plus targeting people over 18 who are not in work or training. The programme began in October 2009 and will run for an initial 18 month period. SAFC Foundation is

consulting the North East Chamber of Commerce and Job Centre Plus to identify occupations where there are skills shortages and to invite employers to engage with course participants.

Social Enterprise Sunderland (SES) provides 1:1 self employment business start up advice, training and assistance from New view in Pallion, Job Linkage offices, Gentoo housing offices and community venues. SES has nine full time business start-up workers.

SES provides Social Enterprise start up and development advice, training and assistance from the above outlets.

Through Working Neighbourhoods funding, talent scouts and business advisors are working throughout Sunderland to target new potential entrepreneurs and support them on the route to setting up in business. This is backed up by a small and larger grant fund to help new businesses develop and existing businesses grow.

Gentoo's Enterprising Futures is part of the City Wide Business Start up support. It links with other organisations in the City such as Sunderland North Community Business Centre (SNCBC), SES and the North East Business and Innovation Centre.

Procurement practices are designed to enable local businesses to compete for council contracts and information/ training is being provided on how to tender for contracts

Farringdon Jubilee Centre delivers Job Start Mentoring Services, across St Chad's and Silksworth. Also it provides wrap around opportunities for those looking for work supporting them from initial contact stage to moving gradually closer to the labour market.

### **Actions**

Receive regular updates on measures to increase employment opportunities.

## Priority Two: Provide access to educational activities for all adults

### Key issues/background

The working age population in West Sunderland aren't as well qualified as those in other areas of the city. 42.2% of residents have no qualifications compared to a city average of 37%. These levels are particularly high in Pallion (44%), Sandhill (47%) and St Anne's (46%).

### Current activities

Gentoo customer contact arrangements – Focus Groups, newsletters, Wear Living etc provide an ideal opportunity to raise awareness of any activities either existing or being developed (and indeed consulting with the communities re: gaps)

SAFC Foundation has 15 Foundation Community Clubs (FCC's) each with a football team in Russell Foster Leagues. There are currently 23 volunteers connected to the FCC's many of whom have gained their Level 1 FA Coaching through the programme

SAFC Foundation has a successful Family Learning programme, which for the last six years has delivered a range of courses using the power of football to improve skills (including literacy and numeracy) and relationships in the family.

There is support from Welfare Rights in relation to benefits/ affect college courses training/ further education – what can be claimed etc whilst studying

By March 2010 a report will be produced by Family, Adult and Community Learning (FACL) to identify what learning opportunities carers would like to see available.

HHAS clients are using Direct Payments scheme to pay for college courses to enhance chances in workplace.

FACL seeks to support new activity to complement and add to existing provision by seeking new providers in local communities.

The Volunteering Programme in Health Housing and Adult Services (HHAS) recruits, trains and places volunteers in a variety of roles within the [Learning Disability Service](#) and in [Sunderland Community Mental Health Partnership](#)

People into Employment (PIE), Sunderland College and Bridge are providing training for carers to assist them towards employment

PIE and Job Linkage are assisting carers and ex-carers into employment, offering advice and guidance on vocational training and sources of funding

Farrington Jubilee Centre delivers a range of non accredited and accredited adult learning courses; the centre also has 11 laptops with a mobile broadband connection which allows outreach delivery in areas with no information technology (IT) capacity.

There are a range of learning opportunities delivered at Community Centres, schools, Children's Centres and other community venues.

Digital Challenge actively supports access to IT facilities and training to assist with skills training, job seeking etc, Links in with public access personal computers in libraries

### Gaps/Comments/Needs

Farringdon Jubilee Centre can't meet the demand within the area. Non accredited learning contracts are not sufficient to meet the need. In addition, community based accredited provision has additional associated costs with accreditation. However this type of learning is not currently funded within Sunderland and creates a major gap in provision as many adult learners prefer to access learning within supportive community environments rather than main stream educational establishments.

Access to additional funding to support accredited learning and progression for individuals to move on and improve their employability skills and increase their confidence.

Additional contracts from FACL are now issued on a termly basis, which can affect progression or continuity, as well as leaving little capacity to plan annual delivery, making it hard to attract learners and tutors to deliver courses.

### **Actions**

Review of learning provision (also within Learning thematic).

## **Priority Three: Focus on community based and informal learning**

### **Key issues/background**

Due to a range of factors, including the demise of traditional industries, the West has families who are 2<sup>nd</sup> and 3<sup>rd</sup> generation unemployed. Lack of availability of local employment, and other economic issues, has resulted in low aspirations that can pass from parents to children and young people.

### **Current activities**

SAFC Foundation delivers family learning at St Anne's School.

Sunderland City Council's Family, Adult and Community Learning (FACL) service provides a range of courses through various providers to improve confidence and build skills and knowledge. A partnership approach to adult learning is being developed to encourage more adults into educational activities, including community based learning.

Within the Children's Centres a volunteer gateway has been established to support recruitment and induction of volunteers. This offers an opportunity for adults to experience and explore their individual preferences and an early induction into further training, education or employment.

City of Sunderland College deliver family learning programmes in 7 primary schools across the West area.

The extended Job Linkage service provides support for individuals in relation to training and employability.

The use of community venues by the City of Sunderland College enhances access to learning opportunities and helps widen participation

Farrington Jubilee Centre delivers initial first steps learning within a safe comfortable community environment and have the capacity to deliver this informal learning on an outreach basis, we teach a diverse range of subjects from arts based, ICT and employability skills, we also offer support around driving theory and constructions skills training.

There are a range of learning opportunities delivered at Community Centres, schools, Children's Centres and other community venues.

Digital Challenge actively supports access to IT facilities and training to assist with skills training, job seeking etc, Links in with public access PCs in libraries

### **Gaps/Comments/Needs**

There is a capacity issue across the area as there is not sufficient delivery to ensure that all local community members can access this type of provision.

There is a shortage of providers who are able to deliver family learning opportunities for FACL.

FACL provision is predominantly day time. There is limited evening and weekend provision in some venues. Programmes will be developed to meet the needs of adults who cannot attend during daytimes

### **Actions**

FACL identify and support the development of new providers.



## **Priority Four: Develop an holistic approach to raising the skills and aspirations of adults, in relation to employability**

### **Key issues/background**

There are people in the area who have lived in households of second and third generation levels of unemployment and therefore have aspiration levels that need addressing. High levels of unemployment and low paid work further compound this issue.

### **Current activities**

Across the West Area Committee area there are a wide range educational activities working to link people with training and employment. Opportunities for educational activities exist at the Sandhill Centre, WNF funded projects, Sunderland College, Sunderland Libraries and a number of Community and Voluntary Sector projects such as Thorney Close Action and Enterprise Centre, Farringdon Jubilee Centre, St Mary and St Peter's Community Project, Gates.

The Working Neighbourhood Fund (WNF) programme will launch a promotion campaign early in 2010, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City.

The national skills service, Train to Gain provides support and to employers to enable them to develop their workforce and increase skills and opportunities for those in work. It aims to meet the needs of employers of all sizes and from all sectors to improve the skills of their employees as a route to improving their business performance and is a valuable resource for employers, unlocking employees' potential and increasing company productivity. A broad range of training is covered – from basic level skills to Level 2, Level 3 and other higher-level skills such as Leadership and Management.

SAFC Foundation has a successful Family Learning programme, which for the last six years has delivered a range of courses using the power of football to improve skills (including numeracy and literacy). All courses are free and run in local schools or at an SAFC Foundation site.

SAFC Foundation has a successful trainee scheme which targets young people aged 16+. Trainees are with the organisation for two years, gaining qualifications and employability skills, on the job training, coaching and mentoring. During the last 12 months 5 out of 11 trainees were recruited on to permanent positions within the organisation.

Through the Carers Strategy, carers and ex-carers are being assisted into employment. Advice and guidance on vocational training provides part of the service.

The Volunteering programme in HHAS recruits, trains and places volunteers in a variety of roles within the Learning Disability Service and the Sunderland Community Mental Health Partnership.

A new Transitions Team has been set up to ensure vulnerable young people who have been receiving care and support from Children's Services have a smooth transition into adulthood and receive the care and support they need.

Sunderland City Council's Family, Adult and Community Learning Service (FACL) have a range of learning programmes across the area designed to engage hard to reach adults.

Job Linkage is a nationally accredited Information, Advice and Guidance service, with over 11 years experience of delivering community based employment services. Co-ordinated by Sunderland City Council it aims to 'Link Local People to Local Jobs'.

The Working Neighbourhoods Fund is ensuring the strategic expansion of the existing Job Linkage service to ensure that support for individuals to move from unemployment into work is both co-ordinated across the City and tailored to the specific needs of the West Area.

Employability skills courses are being developed to be delivered in 2009/10. These courses are aimed at developing individual's skills so that they become sustainable in the local economy in terms of participating in volunteering opportunities or progressing into options that will lead to future employment.

**Action**

Sunderland learning Partnership to continue to develop a holistic approach to raising aspirations

## **Priority Five: Promote social inclusion, engagement and well being to encourage participation in employment training**

### **Key issues/background**

People gaining work after periods of unemployment, or those undertaking a change in career/sector sometimes require support to sustain employment.

### **Current activities**

Included in the extended Job Linkage service, in work support is prioritised through Working Neighbourhoods Funding. All projects funded via WNF offering specialist support e.g. to those leaving care, offer continued support for a period of six months after they have gained work.

Welfare Rights advice is being given by Sunderland City Council and partners funded by the Council in relation to benefits, in-work benefits, housing and debt issues.

The Housing Options Team at Sunderland City Council has five resettlement workers across the City who will work with Job Linkage to provide support to clients who have housing issues. This is to ensure they do not lose their home which would affect their ability to gain/stay in a job.

HHAS are working with Remploy to support people with disabilities into employment. The project co-ordinates employment and social care needs.

Health, Housing and Adult Services (HHAS) have developed a service model for vulnerable adults to prepare them to a point where they are ready for employment, and aims to support employers to enable vulnerable people to enter/remain in employment.

HHAS are delivering a WNF project focusing on supporting people with mental health needs into employment. The project also supports clients to remain in sustainable employment.

Education Business Connections are delivering a WNF project supporting ex- offenders and homeless people and those with dependency issues in skills development and employability.

The Libra partnership, a network of advice organisations, offer financial advice and support. A new website was launched in October 2009 [www.librasunderland.co.uk](http://www.librasunderland.co.uk)

The delivery of learning and training opportunities through community venues supports the promotion of social inclusion and engagement reducing levels of isolation and improving wellbeing and due to awareness raising and changed behaviour supports reduction of lifestyle related disease therefore supporting the move toward employment.

The establishment of the new West Voluntary and Community Sector (VCS) Network, linked directly to the Area Committee, will help to promote engagement and social inclusion and assist in delivering well being.

Digital Challenge is helping to promote social inclusion through its work within communities.

### **Gaps/Comments/Needs**

Community based delivery has suffered due to a lower number of providers coming forward.

Worklessness strategies to recognise the importance of first rung informal learning as a mechanism to move people into employment and make long term area changes.

### **Actions**

Promote more VCS providers across the area, particularly in areas of social exclusion.

## **Priority Six: Ensure a strong economic infrastructure**

### **Key issues/background**

Businesses, which are starting up and in a stage of development, receive assistance and it is important to co-ordinate this approach to provide consistency and quality to those who seek such a service

### **Current activities**

The 'Visible Workspace' project, through Working Neighbourhoods Funding (WNF) is a demand survey being carried out to look at all opportunities to develop workspace across the City. Results will inform further work to match up the supply and demand for premises/workspace at specific locations.

The Business Investment Team are promoting investment, including attracting automotive industries into the area to build on the success of existing businesses. There are opportunities for future development such as the development of the Nissan battery plant to support the electric vehicle programme.

Sunderland arc is promoting the Groves site, along the riverside for mixed housing, business and retail use.

Sunderland Enterprise Consortia (SEC) is a unique and long established Wearside based partnership that is focused upon the stimulation and development of enterprise within the City of Sunderland. Each partner brings a specialist route way and reach to the stimulation and growth of the enterprise market within Wearside. The consortia, including SES, BIC, SNCBC, FISCUS, Gentoo and Sunderland City Council, have designed an intensive Enterprise Talent Scout initiative funded through Working Neighbourhoods Funding. Talent scouts and business advisers are working throughout Sunderland to target new potential entrepreneurs and support them on the route to setting up in business. SEC promotes self-employment, social enterprise and aims to increase business creation amongst people from the City of Sunderland, including residents from deprived communities and under-represented groups and/or individuals. The objective is to capture the imagination and engage Wearside residents via Talent Scouts and Community Enterprise Coaching, delivering intensive customer facing support whilst supporting and assisting residents to access business start up support.

The SEC provides 1:1 self employment business start up advice, training and assistance from SNCBC and Job Linkage offices, Sunderland BIC, Gentoo housing offices and community venues.

The activities of the SEC are backed up by a small and larger grant fund to help new businesses develop and existing businesses grow.

In terms of Business starts, the Enterprise Activity of partners has supported the start up of nine new enterprises, including an artist, an entertainer, a design consultant and a builder.

### **Gaps/Comments/Needs**

The services are currently emerging and need to be supported and mainstreamed to develop long term and provide the continuity the area needs to ensure ongoing economic infrastructure.

Nexus are consulting on its 'Secured Services Strategy' and the subsequent 'connectivity' of employment opportunities.

**Actions**

Support long term grass roots employability services and community based first rung learning opportunities.

Receive a report on the 'Visible Workspace' project.

Receive updates from Sunderland arc on the development of the Groves site.

## **Developing an Economic Masterplan for Sunderland**

### **REPORT OF THE HEAD OF STRATEGIC ECONOMIC DEVELOPMENT**

#### **1.0 Why has this report come to the Committee?**

- 1.1 The purpose of this report is to share with the West Sunderland Area Committee the content of the Economic Masterplan for Sunderland as it has been developed so far, in order that it might be used to inform the Committee's discussion of the Prosperous City theme within its Local Area Plan. Also to seek the views of the Area Committee on the economic direction for Sunderland that has been produced.
- 1.2 The development and delivery of a successful Economic Masterplan for Sunderland will make a significant contribution to the achievement of Strategic Priority 1: Prosperous City. The contribution of the West Area of the City to the achievement of the overall vision is likely to be substantial.

#### **2.0 Background**

- 2.1 A report was presented to this Committee on the 10<sup>th</sup> September 2009 outlining progress made up until that point on the Economic Masterplan.
- 2.2 Since that meeting Cabinet has agreed the proposed Vision for the Economic Masterplan and a set of five aims, based on the ideas and analysis that was presented to this group in September. These are now being shared in the press and on the council's website, and residents views are being sought.
- 2.3 Focused delivery groups have now been established for each of the Aims. These groups are identifying the projects, programmes and activities that will contribute to the delivery of each aim, as well as looking at how activity can be resourced.
- 2.4 Progress is also being made towards a detailed City Centre Strategic Framework. The City Centre is the subject of Aim 3 of the Economic Masterplan, and the City Centre Strategic Framework will set out in detail the role of the City Centre in delivering the Economic Masterplan. This work has built on the outcome of a City Centre workshop, which took place in September and included representatives from retailers, businesses, community groups and public sector partners. It is anticipated that this Framework will be complete in draft in February.

### 3.0 The Vision and Aims

3.1 A preferred direction and set of 5 aims has now been developed for Sunderland's Economic Masterplan. The proposed vision is for Sunderland to become:

**'An entrepreneurial University City at the heart of a low carbon regional economy'**

3.2 The vision is supported by 5 Aims.

**Aim 1 '...a new kind of University City'**

**Aim 2 '...a national hub of the low carbon economy'**

**Aim 3 '...a connected waterfront city centre'**

**Aim 4 '...a whole-life, inclusive city economy'**

**Aim 5 '...entrepreneurial in economic leadership'**

3.3 The Vision and Aims were approved by the Council's Cabinet on the 2<sup>nd</sup> December 2009.

3.4 Each proposed Aim is described in turn below:

**4.0 Aim 1 'A new kind of University City':** This is about Sunderland University's ability to facilitate enterprise and innovation in the city, as a 'hands on' enabler and key driver, and its ability to support raising ambition across the city.

**4.1 Potential role for the West Area:** The West's proximity to the city centre bodes well for a wide range of growing job opportunities available to local residents 'on the doorstep'. The nearby City Campus of the University would have an important role in supporting enterprise development in the area.

**4.2** This Aim has four key components:

- a) **Utilisation of assets for wealth and job creation:** The University leading, in collaboration with other city institutions, in delivering strategies and programmes for enterprise, innovation and business development.
- b) **Promoting Brand and Repute:** Building and promoting Sunderland's brand and repute on the activities and achievements of its higher and further education sectors and presenting a distinctive physical offer to change the perceptions and expectations investors and key decision makers have of Sunderland.
- c) **Building entrepreneurial institutions:** Establishing entrepreneurial institutions and partnerships to capture and reproduce creativity and innovation.

d) **Fostering Cultural Change:** The ambition behind ‘a new kind of University City’ is to secure a sustained transformation that extends to the city as a whole, raising the aspirations of residents of Sunderland and the region. This will require ‘symbols of change’, such as pioneering projects in the city centre (linking to Aim 3), innovative approaches to carbon reduction (linking to Aim 2) and community engagement through outreach activities, such as wider entrepreneurship education programmes (linking to Aim 4)

**5.0 Aim 2 ‘A national hub of the low carbon economy’:** emphasises the city’s national exemplar potential in this agenda and the need to promote showcase projects, including electric vehicles, but also in other low carbon technologies and lifestyles.

**5.1 Potential role for the West Area:** A role in each target sector, but especially as a key location for health and well-being related industries building upon the presence of the Hospital.

**5.2** This Aim has four key components:

- a) **Pioneering a low carbon economy:** Encouraging early development of the Electric Vehicle sector (and market) will allow Sunderland to gain pioneering advantage. Many new industries will evolve in the early stages of electric car technology and production. Electric batteries, telematics and infomatics, charging point technology, ‘Smart Grid’ integration, and ‘payment options’ all give rise to business investment opportunities in the city. This should also include new approaches to the regeneration, growth and connectivity of local communities through ‘pioneering, low carbon city villages’.
- b) **Sector development plans for a low carbon economy,** including skills, supply chains and inward investment. There will be a focus on the following Sectors:

#### **Advanced Engineering (Electric Vehicles)**

A focus on this sector builds directly on the city’s established strengths in manufacturing and strong growth in GVA in this sector in Sunderland. In employment and GVA terms, this sector is projected to increase at a greater rate in Sunderland than regionally, with important emerging opportunities in automotive manufacture associated with electric vehicles. The city has an established manufacturing supply-chain linked to Nissan, Rolls Royce etc that can be further developed to respond to new opportunities.

#### **Energy for a low carbon economy**

Establishing our role in renewable energy production to support the low carbon economy. Major global shifts are occurring in the energy sector, with a strong focus on low carbon energy sources, including off-shore wind power generation. While the traditional utilities sectors are projected to decline in employment significance, the city is well placed to capture regional economic activity associated with low carbon energy including the North Sea off-shore wind energy programme. The combination of manufacturing skills, port capacity and the experience



of developing the Nissan supply-chain, offers real opportunities for Sunderland in this sector. Links between new forms of energy, electric vehicle specialisms and Software City could create significant opportunities for added value activities associated with energy production and utilisation.

### **Software / Business Services**

This sector is projected to grow ahead of the regional pace, albeit from a comparatively low base. It reflects the global drive towards more knowledge intensive activities and associated technology and encompasses the established 'Software City' initiative, which seeks to develop the city's recognised strengths in software production and applications

### **Health & well-being**

Business activities associated with health and well-being are projected to grow strongly in the city, both in employment and GVA terms. This is already a strong sector in the city economy and its growth would respond to increasing market opportunities around healthy living but also the drive to tackle ill-health and economic inactivity. There is a clear link between growing this sector and the need to radically improve the city's labour market competitiveness. Sunderland has the potential to capture an increasing share of regional growth in this sector with direct relevance to wider city agendas.

### **Creative industries**

This sector is not straightforward to define but generally comprises a range of activities associated with artistic pursuit and design technology and production. While it is not possible to be precise about growth prospects in Sunderland, the combination of assets including University facilities and specialisms, the Music City initiative and programmes linked to the National Glass Centre etc, offer a base from which this sector could become a stronger feature of the city economy. The development of this sector fits well with the drive for a more distinctive, waterfront city centre, where more visible creative activity and associated events programmes could support retention of younger population, improve the external perceptions of the city and thus enhance its broader business investment appeal.

- c) **A 'Low Carbon Technopole'**: establishing appropriate sites and premises for the Low Carbon Economic Area and creating a low carbon business infrastructure.
- d) **Embedding low carbon economy principles**: ensuring we live up to the concept of a low carbon economy by showcasing low carbon buildings, providing sustainable transport and educating people in low carbon approaches.

**6.0 Aim 3 'A connected waterfront city centre'**: This reflects the importance of the city centre as a whole but also seeks to emphasise the importance of the city's waterfront position as a driver for economic development and place-making.

- 6.1 **Potential role for the West Area:** Well placed to benefit from growing employment opportunities in a renewed city centre. Key location for waterfront expansion on sites on the south side of the Wear opened up by the proposed new bridge crossing.
- 6.2 This Aim has three key components:
- a) **A complementary city centre:** focuses on strengthening the city centre's offer and its assets to develop its principal role as an employment centre and its ability to draw in people to use retail and leisure facilities. In this way Sunderland City Centre will be equipped to boost regional economic performance and national competitiveness.
  - b) **A distinctive waterfront city centre:** seeks to capitalise on the city centre's waterfront proximity - river and sea, as a distinguishing feature of the city and an asset that will encourage further economic activity, as one of a series of distinctive city centre districts, gateways and destinations in the region. The emphasis is also on developing the city centre as a 'showcase' for the new city economy through exemplar projects for 'University City' and the 'Low Carbon Economic Area'.
  - c) **A connected city centre:** The reference to a 'connected' city applies at several levels, including connections to other cities to improve Sunderland's credentials as a business location and internal connections to improve the efficiency and quality of people's experiences travelling within the city centre. Importantly this also includes digital connectivity, with potential for enhanced broadband services.
- 7.0 **Aim 4 'A whole life inclusive city':** provides the link to the Working Neighbourhoods Strategy, particularly its enterprise components, which link well with the 'entrepreneurial' vision, but also ensure that the strategy provides a framework for delivering economic interventions that directly contribute to improving access to opportunity and reducing worklessness. The 'inclusive' reference seeks to convey a message about linkage and accessibility from communities to new economic foci as well as using the economic agenda to address social exclusion. 'Whole life' refers to all ages but also seeks to pick up the health and lifestyle messages from the Green/Park City.
- 7.1 **Potential role for the West Area:** With its proximity to the city centre and transport routes, the West Area could be a key attractor for younger families and individuals.
- 7.2 This Aim has four key components:
- a) **Engaging neighbourhoods in the new economy:** The strong emphasis on skills development and enterprise under this Aim, and also through the 'University City' brand, supports the delivery of sustained improvement in disadvantaged communities across Sunderland.
  - b) **Prospecting and developing city enterprise:** For the 'entrepreneurial University City', a city-wide Enterprise Strategy is a prerequisite. This should be a multi-layered strategy addressing enterprise and entrepreneurship deficits at all levels.

- c) **A strategic approach to raising skills:** An inclusive city economy for Sunderland requires a focused approach to workforce skills – one that reflects the diversity in both the capabilities of city residents and the needs of the new economy.
- d) **Retaining young people in the city:** A ‘whole life, inclusive city economy’ is dependent on retaining young people in Sunderland. While the strategy will create opportunities for all age groups, and the ‘whole-life’ principle reflects this aim, the economic strategy prioritises a strategic approach to retaining and attracting young people to live and work in Sunderland.

**8.0 Aim 5 ‘Entrepreneurial in economic leadership’:** The economic vision and aims for Sunderland are ambitious and challenging, but achievable. Driving this ambitious city agenda will require clear, strong, entrepreneurial leadership around which resources and appropriate governance arrangements can be assembled.

## **9.0 Next Steps**

- 9.1 The vision and aims are being shared with residents through the media and on the council’s website. Further events are also being held with Business groups and community organisations across the city.
- 9.2 The Delivery Groups are progressing the development of the Delivery Plans for the Economic Masterplan. It is expected that these will be completed and approved by the Economic Masterplan Steering Group by April 2010.
- 9.3 The Delivery plans will be assessed for robustness against a set of scenarios, to allow the delivery groups to prepare contingency plans setting out how the Economic Masterplan would move forward should external factors (i.e. levels of private sector funding) not be as expected.
- 9.4 It is anticipated that a draft final Economic Masterplan will be ready in Spring 2010 for presentation to Cabinet in June.

## **10.0 Recommendation**

- 10.1 Members are recommended to note the content of this report and utilise it in their discussions regarding the Prosperous City theme.

## **12.0 Background Papers**

- 12.1 Report of the Deputy Chief Executive, 2<sup>nd</sup> December 2009, Cabinet Report: ‘Developing an Economic Masterplan for Sunderland’.

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## West Sunderland Area Committee

24<sup>th</sup> February 2010

### Report of the Chief Executive

#### West Area Action Plans

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

- 1.1 At its meeting in July 2009, the Committee agreed the work plan for the 2009/10. It was deemed necessary to establish Area Action Plans for each theme identified in the Local Area Plan to ensure that all priorities are addressed throughout 2009-10.
- 1.2 At the January Area Committee summary area templates were presented, showing an update on each action and also coded them as red, amber or green. The area actions will be available on line, via [www.sunderland.gov.uk/localareaplans](http://www.sunderland.gov.uk/localareaplans) and updated bi monthly to provide Committee and the public with up to date information on the performance against the action plans. Red represents a delay/problem, amber represents possible issues which Officers are aware of, green represents that the action is on target or completed.
- 1.3 Each Area Committee has a standing agenda allowing for updates to be given on all five thematic priorities throughout the year. Even though some priorities will not be discussed until 2010, summary area templates will be established throughout 2009 for all thematic priorities.

#### 2. Description of Decision (Recommendations)

2.1. Area Committee is asked to:

- Consider the Safe report (Annex 1) and note future reports and updates requested through the **Safe Area Action Plan**;
- Consider the Attractive and Inclusive (1) report (Annex 2) and note activity detailed through the **Attractive and Inclusive (1) Area Action Plan**;
- Consider the Learning report (Annex 3) and note the actions detailed in the **Learning Area Action Plan**;
- Consider the Attractive and Inclusive (2) report (Annex 4) and note the actions detailed in the **Attractive and Inclusive (2) Area Action Plan**.

#### 3. Area Action Plan Update

- 3.1 In July 2009, the Area Committee agreed a number of actions and proposals, relating to the **Safe** priorities, to be formulated into an action plan for Area Committee to monitor. The reviewed West Safe Action Plan is attached as Annex 1. Area Committee is asked to note a report with regard to the Community Payback Scheme will be presented to a future meeting. It is important to remember that the Community Payback scheme is established primarily to support the victims of crime, and as such, their requests for work will always be given priority for action.
- 3.2 In September 2009 the Area Committee also agreed a number of actions and proposals relating to the **Attractive and Inclusive (1)** priorities, also to be formulated into an action plan for Area Committee to monitor. This is attached as Annex 2.

One of the priorities agreed is to make residential areas more attractive and this will incorporate a number of other agreed actions.

- 3.3** In November 2009, the Area Committee agreed a number of actions and proposals relating to **Learning** priorities. One of the priorities agreed is to provide better support for young people e.g. more youth and play services by increasing service provision/activities for children and young people. An action agreed to deliver this priority was for Youth Development Group to implement new commissioning arrangements from April 2010 that better represent the needs of young people in their neighbourhoods.
- 3.4** In early February 2010, at its re-arranged January meeting, the Area Committee agreed a number of proposals relating to the **Attractive and Inclusive (2)** priorities, also to be formulated into an action plan for Area Committee to monitor. This is attached as Annex 4. One of the agreed priorities is to receive a report from Nexus on the 'Secured Services Strategy and Consultation'.

#### **4. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreement Delivery Plans
- West Local Area Plan

#### **5. List of Appendices**

- Annex 1: West Area Safe Action Plan
- Annex 2: West Area Attractive and Inclusive (1) Action Plan
- Annex 3: West Area Learning Action Plan
- Annex 4: West Area Attractive and Inclusive (2) Action Plan

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# West Area Action Plan- Safe

Objective	Action	Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Barnes	St Annes	Sandhill	St Chads	Silksworth	Pallion
Target underage drinking	Investigate the problem of 'drinking dens'	Bill Blackett	Initial report to September Area Committee. Proposals agreed for further action. Further discussions with youth agencies.	Further report in March 2010 – Bill Blackett	% of residents who consider people being drunk or rowdy in public spaces to be a problem	####	####						
					% of residents who consider young people hanging around on streets to be a problem	####	####						
Youth provision	Continuation of the work done through Phoenix project and secure longer term project funding to allow for future planning	John Ord	Two year SIB funding proposal to be developed to allow the project to enhance its provision	Citywide bid to all Area Committees in November - agreed	Number of young people contacted through the Youth Service								
					Number of young related incidents of anti social behaviour	42.2		26.7	45.8	63.5	53.3	36.8	35.2
					Number of incidents of fire related anti social behaviour								
Visible policing/reassurance/enforcement in hotspots	Feedback on the success of Neighbourhood Wardens, which were used in Sunderland North to improve the quality of life for local people	Graham Wilson	Citywide approach being developed	Report to a future committee	% of people who feel safer	85%	86%						
					Rate of anti social behaviour incidents	114		65.6	105.1	137.6	99.6	88.6	97.7
					Crime Rate	82.5		59.1	76.7	60.8	49.5	65.0	76.7
Community relations and promoting community safety	YOS to develop proposals around establishing a Community Payback Scheme, where x amount of hours are awarded to the Area Committee to allocate against improving the quality of life, via LAPs priorities i.e. removal of graffiti	Simon Smart	Initial discussions have been held with the Youth Offending Service (YOS) who have agreed that it is feasible for Area Committee to discuss and recommend a hotspot in their area that will improve the quality of life for local residents e.g. removal of graffiti, litter picking etc..	Members are asked to consider potential areas and send details to the Area Officer two weeks before the next Area Committee. One location will be chosen by the Area Committee from the list presented. NB requests from victims of crime will be given priority for action	% of residents who feel they can influence decision in their locality	26.3	27.3						
					% of residents who strongly believe they belong to their neighbourhood	64.6	64						
Community relations and promoting community safety	Investigate the sustainability of introducing Neighbourhood Watch Schemes across the area and bring back feedback to September 09 meeting	Ins Warcup	Report to September's committee	Update progress on a quarterly basis									

## West Area Action Plan- Attractive and Inclusive (1)

Objective	Action		Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Barnes	St Annes	Sandhill	St Chads	Silksworth	Pallion
Empty properties back into use	Health, Housing and Adults Provide a report regarding the links between empty homes and ASB		Graham Wilson	Report has been completed and is being referred to Scrutiny due to these concerns being expressed at all Area Committees. Report back attached as Annex 2a	Report back to Area Committee following appropriate Scrutiny Committee	Number of affordable homes	230							
						New additional homes provided	299							
						Empty properties back into use	387							
Address lack of parking provision in some residential areas	<b>Council, Gentoo</b> Highlight hotspots of illegal/inconsiderate parking and develop proposals to tackle the problem		Ian Pearson	Meeting with the Traffic and Road Safety Team has taken place, which has highlighted a number of issues: traffic management budget is for accident reduction, congestion, air quality and access; loss of open space - need for planning permission; increased permeable area- increased risk of flooding, need for planning permission; change of use may require strengthening works for utilities	Incorporate within the 'improving residential areas' work plan. Consideration to include options to provide vehicular crossings in the footway.									
Make estates/residential areas more attractive	<b>City Services</b> Receive an application to enable all current outstanding highway and carriageway works to be carried out		Stephen Pickering	This is currently in development	To be incorporated into the overall plan/proposals for neighbourhood improvements. Directorate is currently considering how it can address this action									
Make estates/residential areas more attractive	<b>OCCX, City Services, Gentoo</b> Develop a programme of neighbourhood improvements, with full community engagement		Keith Hamilton	This is currently being developed.	Areas for improvement are currently being developed, including tree planting and street scene. Once a number of draft proposals have been developed a report will be presented to committee	NI 5 -Overall satisfaction with local area	#####	82.80%						

## West Area Action Plan- Learning

Objective	Action	Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Barnes	St Annes	Sandhill	St Chads	Silksworth	Pallion
Provide a safe environment for young people with more play and youth services and encouragement to continue into higher education	Area Committee to be updated on youth commissioning.	Kath Butchert	Update presented	Further information once process completed	Emotional health of children	66.9%							
Provide a safe environment for young people with more play and youth services and encouragement to continue into higher education	Area Committee to receive a report from the Youth Development Group, in light of youth commissioning, on the range of services and providers for children and young people to enable an integrated approach to meeting needs and the planning and delivery of services.	Andy Neal	Will commence once commissioning complete	Update at future committee									
Provide a safe environment for young people with more play and youth services and encouragement to continue into higher education	Investigate alternative funding to continue the delivery of GO4IT positive activities with young people after March 2011	Andy Neal	YDG investigating	Updates to committee throughout the year									
Provide more weekend and evening activities	Receive a report from the Youth Development Group on the provision of weekend and evening youth villages	Kath Butchert	Report presented	Verbal update given									
Raise aspirations of children/young people and their families	Area Committee to receive a report on current Family, Adult and Community Learning provision, including partners and learning providers, types of courses, community needs, gaps in provision, times and venues.	Sandra Kenny	Information being compiled	Progress update at next committee	% of population aged 16-64 who have no qualifications	36.9	41	32	46	47	37	40	43



## West Area Action Plan- Attractive and Inclusive (2)

Objective	Action	Lead Officer	Progress	Next Steps/Who?	Performance Measure	City wide	Area wide	Barnes	St Annas	Sandhill	St Chads	Silksworth	Pallion
Improve the environment	Receive a report on the implications and opportunities for the West with the Green Space Strategy and Green Infrastructure Strategy	Neil Cole	Headlines expected in spring	Report on initial implications next municipal year									
Improve local parks	Receive a report on potential park structural improvements	Dave Richardson	Information being gathered, report expected early in new municipal year	Report on initial implications next municipal year	Overall satisfaction with parks and open spaces	63.0%	65.0%						
Improve local parks	Receive a report on improving waste and unsightly land	Dave Richardson	Information being gathered, report expected early in new municipal year	Report on initial implications next municipal year	Overall satisfaction with keeping public land clear of litter and refuse	54.0%	58.0%						
Regenerate the riverside	Investigate the potential of Claxheugh Riverside for watersports, recreation and parkland	Keith Hamilton	Information being gathered, report expected early in new municipal year	Report on initial implications next municipal year									
Regenerate the riverside	Investigate an Employment Initiative linking construction skills, required to build the new bridge and its infrastructure, with training opportunities	Alan Calvert	Working Groups being established by STC Steering Group	Progress reported throughout the year									
Improve public transport	Receive an update report at a future meeting regarding the Nexus Secured Services Strategy and Consultation	John Usher	Report being presented at next committee meeting	Next committee	Satisfaction with public transport (importance as a place to live)	35%	32%						

**RESPONSIVE LOCAL SERVICES**

**REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE CHIEF EXECUTIVE**

**1. PURPOSE OF THE REPORT**

- 1.1 To provide the Area Committee with the 'Responsive Local Services' project update for the period of November 2009 to January 2010.

**2. INTRODUCTION/BACKGROUND**

- 2.1 Area Committee reviewed the current service standards and service performance information at their meeting in January 2010, for the following services - graffiti removal, refuse collection, litter, dog fouling and grass cutting services.
- 2.2 At the January meeting members considered the information provided and brought forward issues for consideration / action. Members also requested additional information to be included in the future performance reports.
- 2.3 West Committee did not bring forward any one specific service issue in relation to the first five services being reviewed, however updates to the questions which were raised will be presented at Committee from the Responsive Local Services Issues Log.

**3. SERVICE PERFORMANCE – NOVEMBER 2009 TO JANUARY 2010**

- 3.1 An officer will attend the area committee in March to highlight the work being undertaken in relation to service performance analysis, and they will present a snapshot of performance information focusing on litter for the area, visually using a GIS Mapping tool to support committee discussion.
- 3.2 It is intended that the Committee receives further updates relating to service performance at future meetings, once approval has been sought from the committee in relation to the usefulness of the visual mapping tool.

**4. LOCAL AREA PLANNING AND PROBLEM SOLVING**

- 4.1 The current service standards (presented to Committee in January 2010) coupled with current performance information provides committee with a sound platform to discuss area issues in relation to the five services noted.
- 4.2 Members will be able to review the information provided by the officer in attendance and the feedback from previous issues raised. Members will then be encouraged to discuss opportunities for any local problem solving activities which may involve wider partners.
- 4.3 An existing group outside of the committee could be used to facilitate this exercise or committee may wish a time limited sub group to be developed to undertake the joint work to address the problem.

## **5. STREETSCENE RESTRUCTURE**

- 5.1 In relation to 'Area Teams' working across the City, there is currently a review being undertaken across City Services Streetscene Division, to ascertain if the current staffing structure is fit for purpose to deliver Responsive Local Services.
- 5.2 The review covers:
- Review of current structures and business processes
  - Review of workforce profile and investment required to deliver fit for purpose structure
  - Implementation of new business processes in relation to ensuring services are efficient, effective and able to respond to local needs / concerns
- 5.3 Following approval, Area Committee will be updated on any changes arising within Streetscene Services.

## **6. RESPONSIVE LOCAL SERVICES - COMMUNICATIONS**

- 6.1 It is imperative that communication activities support the Responsive Local Services project moving forward, to ensure the Council and the Area Committee receives full recognition for action taken.
- 6.2 Initial communication activity will include the following:
- Promotion of Neighbourhood Helpline
  - Promotion of the Staff Reporting Line and the 'eyes and ears' approach being taken by front line staff
  - Procedure for members and staff within the council to report positive stories to the Communications team, where a service has been responsive in approach, to ensure the member and / or service receives the recognition for action taken
  - Promotion of Service Standards on [www.sunderland.gov.uk](http://www.sunderland.gov.uk)
  - Responsive Local Services update to feature in Area Newsletters

## **7.0 LAND OWNERSHIP**

- 7.1 As part of the Responsive Local Services project a subsequent piece of work is being developed to map all land owned by the Council onto a GIS web enabled database. This will allow all staff and members to access information in relation to ownership of land. The database will also include present maintenance arrangements.
- 7.2 This piece of work will then be extended to review longer term needs for land to ensure adequate budgets are aligned as required to keep land effectively maintained and safe.

## 8.0 ENFORCEMENT

8.1 Members requested further information relating to Enforcement and the number of Fixed Penalty Notices issued per area and the number of Legal Notices issued.

8.2 Members are requested to note the figures and recommend a presentation to Area Committee in April 2010, from the City Services Local Environment Manager, responsible for Enforcement across the City. To present detailed information in relation to the Enforcement service and procedures therein.

Fixed Penalty Notices Issued	Dog Fouling					Littering					Inappropriate disposal of household waste					Refusal to clear Litter and waste on land					Inappropriate disposal of Commercial Waste				
	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	20	25	22	25	26	11	201	8	6	43	34	22	16	5	16	0	2	1	0	0	0	0	1	0	2

Ward	Failure to produce licence to transfer waste (Waste Carriers Licence)									
	N	E	C	We	Wa					
April 2009-January 2010	0	2	0	0	7					

Legal Notices Issued	Sec 46- Requirement to present household waste disposal in prescribed manner					Sec 93- Requirement to cleanse areas adjacent to commercial premises					Sec 92- Requirement to remove litter and detritus from private land					Sec 92- Formal warnings of intended action by Authority				
	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	52	1655	0	0	0	0	0	0	0	0	0	5	1	0	0	1	11	5	0	0

8.3 Legal Notices are issued to warn and advise residents of the correct waste management procedures and the implications of not following the procedures.

8.4 Members will note that figures for the East area are higher than across the City. This is because litter, waste and fly-tipping in East Sunderland (Hendon) has been targeted by the Enforcement Team due to a large problem in this area. A longer term work programme is currently being developed to ensure targeted enforcement action is undertaken city-wide.

## 9.0 NEXT TRANCHE OF SERVICES TO BE REVIEWED

9.1 Whilst undertaking the review of the first five services within the Responsive Local Services project, it has become apparent which services should be considered to be reviewed as part of the second tranche. The services to be considered for future review are:

- Highways maintenance including pot holes and inspection regimes
- Enforcement

## **10.0 WORKING WITH KEY PARTNERS**

- 10.1 To enable the Responsive Local Services project to be delivered effectively, it is imperative that all key partners are involved in the development of services to ensure they are responsive and fit for purpose.
- 10.2 Initial discussions have been held between the council and Gentoo to review joint working arrangements in relation to customer service requests and enquiries, land ownership, as well as the continuation of the area agreement work already undertaken.
- 10.3 Aurora Street Lighting Ltd has also been trained to access service requests via our council customer contact system, this is enabling service requests received by Sunderland City Council can be referred directly to Aurora for immediate action.
- 10.4 Streetscene staff are also reporting street lighting and signage issues to Aurora directly via the Staff Reporting Line and supporting them with Emergency service requests such as dangerous columns.

## **11.0 RECOMMENDATION**

- 11.1 The West Area Committee are requested to note this report for information and to accept further updates relating to Responsive Local Services.

## **12.0 BACKGROUND PAPERS**

- 12.1 Staff Reporting Line information statistics – November 2009 to January 2010
- 12.2 Customer Services Requests for Service statistics – November 2009 to January 2010
- 12.3 Customer Complaints statistics - November 2009 to January 2010
- 12.4 Customer Compliments statistics - November 2009 to January 2010
- 12.5 Area Committee Responsive Local Services Issues Log – January 2010
- 12.6 Enforcement Officer FPN Database – 2009 to January 2010
- 12.7 Member Enquiry statistics – November 2009 to January 2010

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## Sunderland West Area Committee

24<sup>th</sup> February 2010

### Report of Director of Strategy, Nexus

## Accessible Bus Network Design Consultation (Local bus links)

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

This report is provided to the Committee to provide details of the proposals for the Bus Network and to request members of the Committee to provide comments and feedback to confirm or improve the proposed design.

### 2. Description of Decision (Recommendations)

#### 2.1 Area Committee is asked to agree:-

- to cascade the information about public events to organisations and individuals
- to provide comments and feedback on the proposals

### 3. Background

3.1 The Accessible Bus Network Design project was set up in 2009 to design a bus network that better meets the aspirations of local people, in response to the Integrated Transport Authority's new Bus Strategy.

3.2 The key changes proposed for Sunderland relate to enhancing a number of routes and increasing off-peak services.

3.3 The proposals as presented can be achieved within existing resources, by withdrawing a small number of poorly-used early-morning services and Link Up (the Demand Responsive Service).

3.4 The proposals will benefit the residents of Sunderland by enabling more people to access key locations both in the daytime and in the evening.

### 4. Main content of the Accessible Bus Network Design Consultation (Local bus links) report

4.1 This report gives a high-level summary of the proposals for the Accessible Bus Network, and explains the process for consulting on the network.

4.2 The design involved close liaison between Nexus, council officers and bus operators. It focused on making improvements to the 'non-core' network that was agreed with bus operators in advance. Initial design is now complete, and the output is affordable within Nexus' existing budget for provision of secured services.

4.3 The detailed proposals for the network in Sunderland West are shown in Appendix 1. The main changes are:

#### *New off-peak links*

- New hourly evening and Sunday link from Barnwell to Washington Galleries, Sunderland Royal Hospital and Sunderland City Centre (service 2A)

- New hourly evening and Sunday link from Moorside/Doxford Park to Sunderland Royal Hospital and Sunderland City Centre (service 5A)
- New hourly evening and Sunday link from Roker/Seaburn/Leechmere to Sunderland Royal Hospital (services 18/19)
- Frequency of service between Washington Galleries and Doxford International increased to half hourly during the day (service 37)
- New half hourly link from Barmston to employment sites in Sunderland Enterprise Park and Sunderland Royal Hospital/City Centre (service 73)
- New hourly evening and Sunday service between Washington and Waterview Park/Sunderland Enterprise Park/Royal Hospital/ Sunderland City Centre (service 73)
- New hourly daytime taxibus serving Sunderland, Tunstall Vale, Leechmere, Crosslea Avenue and Sainsbury's (service TB9)

*New peak links*

- Additional peak journeys added between Doxford Park/Moorside and Sunderland Royal Hospital and Sunderland City Centre (service 5)
- Frequency of services between Washington Galleries and Doxford International increased to half hourly (service 37)

*Re-direction of poorly used resource*

- Poorly used early morning/late evening and Sunday journeys on services 4, 23 (Stagecoach), 35, 36A/C, 38, 39, 135, 100 (Veolia) would be withdrawn but the funding and resource used currently to provide these services would be re-allocated to provide many new improved links (described above).
- The Link Up (Demand Responsive Transport) service would be withdrawn, however, the resource would be re-allocated onto 'fixed-route' service provision and utilised within the Sunderland District.

- 4.4 The results of the initial design proposal are affordable within existing budgets. Further enhancements may be possible by working in different ways with the bus operators. Where consultation reveals a need for further growth that cannot be accommodated within existing budgets, additional sources of local funding may need to be explored, the enhancement earmarked for future delivery when funding becomes available, or alternative approaches to delivering bus networks may be examined.
- 4.5 Work is being carried out into branding and marketing the revised network to grow ridership and keep public subsidy to a minimum. Consideration is also being given to an appropriate fare structure for services where Nexus has responsibility for pricing.
- 4.6 Subject to confirmation of resources and procurement processes, it is intended to implement the parts of the revised network that are currently within Nexus's control, in spring 2011.
- 4.7 The revised network will be subject to rigorous consultation and communications processes to ensure that the proposed network achieves the correct balance between public aspirations and available resources. During this process Nexus will consult with all stakeholders, as well as with the general public. The consultation will be managed in line with best practice guidance stated in 'Code of Practice on Consultation' (HM Government, 2008).
- 4.8 The overall consultation process in Sunderland is in two stages:
- Elected Members (February 2010)
  - General Public (15 March– 4 June 2010)

The main public event planned for Sunderland West is at Sandhill Library on 11 May from 10.30am – 4.30pm. This will be a drop-in event with details of the proposals available and Nexus staff present to discuss them.

In addition, all materials will be made available from 15 March via the Bus Strategy link on the Nexus website ([www.nexus.org.uk](http://www.nexus.org.uk)), as well as printed copies available from local venues and on request from Nexus.

There will be a questionnaire for feedback also available from 15 March or comments can be emailed directly to [bus.strategy@nexus.org.uk](mailto:bus.strategy@nexus.org.uk) or posted to Bus Strategy, Strategy Department at Nexus.

Comments and feedback must be received by Nexus no later than 4 June 2010.

- 4.9 Once the consultation is complete, final recommendations will be presented to the Executive Management Team for approval. It is possible that a number of different costed options will be presented: one option will be achievable within current levels of funding, and one or more additional options may require sources of additional funding in order to be deliverable.
- 4.10 There will then be a communication programme with all consultees on the outcomes of the consultation.

## **5. Background papers**

Bus Services in Tyne and Wear: Charter for Growth (ITA/Nexus, 2009)

<http://www.nexus.org.uk/wps/wcm/resources/file/eb21f50c7fe3d56/Bus%20Strategy%20Full%202009.pdf>

## **6. Contact Officer:**

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## **List of Appendices**

Appendix 1 – map of Sunderland West showing proposed bus routes



# Sunderland West

- New5-5A
- New 18-19
- New 37
- New 73-73A
- New 700
- New TB9
- New X8
- Current
- Commercial Services

