

ANNEX 3

Washington Area Action Plan- Prosperous

Priority	Objective	Action	Lead Officer	Progress	Next Steps/Who?	Performance Measure
Promote and develop un-used business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course	Raise awareness of opportunities and support available to enrol onto training courses	SES: Provide OCR NVQ L2 business and enterprise training qualifications. SCC: Community Network, BME Network e-champions, Community Electronic Village Halls, Community of Interest Websites, Digital Challenge (DC) ICT @ Home, DC Community Health Information Point, DC Website provision, DC Gentoo e-champion, DC Telesafe, DC Carers e-Champion, DC Youth e-champion, DC Smart Sunderland, DC LAA e-champion. Courses are currently delivered at Washington Millennium Centre, and three of Bridges projects, via Family Adult and Community Learning. HHAS: Support from welfare rights in relation to benefits/ affect college courses training/ further education		Corporate Communications are establishing a Community Strategy for Area Committees, including monthly news sheets posted to each household in Washington. WRS - Development of an 24/7 online advice service, which will include advice and support regarding benefits, debt and employment. The service will also be created in such a way as to offer advice and support to the community as a whole. SAFC Foundation is working in partnership with the Department for Work and Pensions and Job Centre Plus targeting people 18+ in Sunderland who are not in education, employment or training (NEET).	Promotion of training provision and courses Identify how to communicate with communities and promote local provision	
Promote and develop un-used business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course	Develop and occupy un-used business units	1. WNF Strategy aims to address individual needs to support people into work or businesses on their own account and reduce worklessness. 2. The council are conducting an Asset Management Programme, looking at managed workspace owned by the Council only and review whether existing stock is being used.		Audit of business estates and sites underway	Janet Snaithe (BIT). Contact Ash10 re involvement, messages to landlords, identify private sector contribution to repairs and	

<p>Promote and develop unused business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course</p>	<p>Offer start up packages, enhanced packages for unique business</p>			<p>SES: provides 1-2-1 self employment business start up advice, training and assistance. Receives funding via WNF, to design and manage an intensive Enterprise Talent Scout initiative and Business Start up initiative.</p> <p>HHAS: 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. Libra – a network of advice organisations offer advice for small business and start up. Have representatives from SNCB, Fiscus. LIBRA website accessed via link on Sunderland City Council website. Launched Sept.</p>	<p>Further branding and promotion of Libra and services required</p>	
<p>Promote and develop unused business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course</p>	<p>Provide empty or under used building/units to community groups</p>	<p>Community Asset register shows what buildings the Council own, who occupies them, and costs for getting derelict building back into use.</p>		<p>LA Community Asset Register identifies LA owned buildings, their use and their condition. The register will identify opportunities. Need to bring this together with audit of commercial sites and property. A lack of buildings for community use highlighted in the East and South wards of the area.</p>	<p>Community Asset register circulated for information - K Purvis (Area Officer). Co-ordinate with Audit of commercial and business sites. Market Assessment required to consider potential usage of buildings – consider how this will influence a refurbishment</p>	
<p>Promote and develop unused business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course</p>	<p>Encourage the private sector to adopt friendly working policies i.e. carers into work</p>	<p>Business Advice/Advice Services to promote worker friendly practises. WRS/Advice Services have an increased number of cases re work life balance and family friendly working practicies.</p> <p>WRS/Advice Services promoting flexible working</p> <p>Recognition of IIP as a benchmark for good practice</p>		<p>S/land Carers Centre: assist carers and ex carers into employment, offering advice and guidance on vocational training and sources of funding. Lead Agent PIE/Job Linkage. Review every three years. Work with employers to develop policies and practices that support carers into and already in work. Lead Agent: PIE, Carers Centre and Sunderland Partnership.</p> <p>HHAS: The Carers Strategy promotes employability of carers – and former carers so they can remain in or return to work. Welfare Rights Service provide Access to quicker Benefit /Better off Calculations for carers wanting to take up employment thought Assist carers & ex-carers into employment, offering advice & guidance on vocational training & sources of funding. Introduction of Carers cards</p>	<p>WRS - Development of an online advice service as detailed above</p>	

<p>Promote and develop unused business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course</p>	<p>Engage with recruitment agencies to find out what local employers require from the labour market</p>			<p>SCC: SNCBC, Job Linkage and Connexions.</p> <p>SCC: Council officers worked with Nissan to dispose of the Turbine Business Park site to the private sector. This is now being developed as a mixed use scheme which will hopefully create 4,000 jobs</p>		
<p>Promote and develop unused business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course</p>	<p>Deliver lifelong learning courses locally</p>			<p>S/land Carers: develop and continue training programme for carers to assist them towards employments. Lead Agent: PIE, College & Bridge.</p> <p>SCC: Washington Millennium Centre, and three of Bridges projects, Community Associations and Sunderland College.</p> <p>SAFC Foundation has a successful Family Learning programme which has delivered a range of courses using the power of football to improve skills (including literacy and numeracy) and relationships in the family. Each course lasts 10 weeks and are on the topics of Family learning through football coaching (FLTFC), Football basics (FB), Family values (FV), Football fitness (FF).</p> <p>In the last 12 months, 10 courses have been delivered in Washington engaging 94 adults and 103 children.</p>	<p>Extend opportunities to access lifelong learning through schools – problematic re scheduling and budgeting for schools. Utilisation of current buildings for outreach? Use of shared facilities at off peak periods</p>	
<p>Promote and develop unused business units and attract new businesses. Help people get a new or better job by providing suitable work-related training course</p>	<p>Encourage schools and VCS groups to connect</p>			<p>SCC: Activity within Community Associations (e.g. brownies, scouts, drama groups, karate)</p> <p>SCC: Volunteering opportunity (young people and adults)</p> <p>Bridge Project x 3</p>	<p>Locality working – Children's Services?</p> <p>Identify how to encourage VCS and schools to connect.</p> <p>Loss of LSC funding – LA Education Business Link to allocate budget.</p>	