

WASHINGTON AREA COMMITTEE

Thursday 29th September 2011 at 6.00 pm

**VENUE – WASHINGTON SCHOOL, SPOUT LANE, WASHINGTON,
TYNE AND WEAR, NE37 2AA**

AGENDA

	PAGE
1.	
(a) Chairman's Welcome	
(b) Apologies for Absence	
(c) Declarations of Interest – the Head of Law and Governance will provide Members with a short presentation on Declarations of Interest	
(d) Minutes	1
2. *	
Community Action in Washington: Progress Review	
a) Progress Report on 2011/12 Workplan	13
b) Financial Statements and Proposals	27
3.	
Next Meeting – Thursday 1 st December. Venue – TBC	

* Denotes an item relating to an executive function

E WAUGH

Head of Law & Governance

Contact: Paul Wood, Democratic Services Officer
Karon Purvis, Area Officer

19 September, 2011

Tel: 561 1044

Tel: 561 2449

At a meeting of the WASHINGTON AREA COMMITTEE held at the GRANARY, ARTS CENTRE WASHINGTON on THURSDAY, 28TH JULY, 2011 at 6.00 p.m.

Present:-

Councillor Scaplehorn in the Chair

Councillors Kelly, Lauchlan, F. Miller, G. Miller, Snowdon, Thompson, D. Trueman, H. Trueman, Walker and Williams

John Rostron	-	City Services
Brian Hodgkinson	-	City Services
Helen Green	-	City Services
Liz St. Louis	-	City Services
Lorraine Hughes	-	Children's Services
Faye Gething	-	Children's Services
Karan Purvis	-	Chief Executives
Karen Alexander	-	Chief Executives
Alison Patterson	-	Chief Executives
Andrea Seymour	-	Commercial and Corporate Services
Paul Wood	-	Commercial and Corporate Services
Neil Revely	-	Health, Housing and Adult Services
Alan Caddick	-	Health, Housing and Adult Services
Jacqui Reeves	-	Washington Mind
James Third	-	Nexus
Colin McCartney	-	Gentoo

Members of the Washington Community.

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Fletcher, Padgett, I. Richardson and Wake. John Chapman and Sarann Valentine.

Declarations of Interest

Item 2b – Progress Report on 2011/12 Workplan : Activities for Young People and Tackling Youth Disorder

Councillors Thompson, H. Trueman and Williams declared personal interests as Local Authority representatives of the Oxclose and District Young People's Project.

Item 2d – Financial Statements and Proposals

Councillor Thompson declared a personal interest in the Northumbria Police Community Chest application as he was in receipt of a pension from the Authority.

Councillor Thompson declared a personal and prejudicial interest in the Community Chest application for Rickleton Primary School as he was a governor of the school.

Councillor Snowden declared a personal interest in the SIB application for the Washington Young Carer's Integration Project as a Member of the Gentoo Washington Board who had approved £5,000 match funding.

Minutes of the Last Meeting of the Committee held on 2nd June, 2011

1. RESOLVED that the minutes of the last meeting of the Committee held on 2nd June, 2011 (copy circulated) be confirmed and signed as a correct record.

Community Action in Washington: Progress Report on 2011/12 Work Plan: Employment Priority

The Chief Executive submitted a report (copy circulated) to provide an update and progress report on activities and proposals for further work to deliver against the Employment Priority as part of the current year's (2011-12) Work Plan (as detailed in Annex 1 to the report).

(For copy report – see original minutes).

Karon Purvis, Area Officer presented the report and the Chairman then introduced Faye Gething, Lead Personal Adviser who gave an update on the progress of the NEET Support and Co-ordination project.

Ms. Gething advised that the findings showed there was no advancement for young people, with 58% wishing to obtain work rather than continue with personal development programmes. There was a lack of opportunities for further advancement with a real need for employers to get on board. Transport issues and a reduction in staff in such services as Connexions for example, also had not helped the situation.

There would be more demand on the services next year due to the rise in University fees and there was Government proposals on apprenticeships but it was not known how many would be made available in this region.

The research looked at the unemployment register at the lowest ebb with 9.9% based in Washington, which was the lowest in the City, but this figure was rising with more unemployed on the register now, than previous years.

Ms. Gething advised that the recommendations were for increased partnership working with people and other organisations to deliver better outcomes. The need for extra provision through apprenticeships with a “mix and match” style to suit the client group. There must be a substantial amount of employer contact with the ability to gain qualifications with progression routes. Start dates needed to be flexible and staggered for when people were available and to accommodate different backgrounds.

Councillor Kelly commented on the need to look at the 19 year olds as well as the 16-18 year olds as under Government proposals there was a big concern that we were going to have a large number of young people unemployed.

Councillor Kelly also felt that updates were needed and the Committee should receive regular reports on the issue.

Councillor Miller commented that the report identified prevalent issues with a lack of employers, which if we had on board, could deliver a whole lot more. Washington also suffered from dreadful transport issues and Councillor Miller felt he had not seen enough focus on these areas in the recommendations.

Councillor Miller also commented that the Area Committee funding available was not a great amount so felt the focus should remain with the 16-18 year old age group.

Ms. Gething advised that the Employability Skills Programme had supported apprenticeships with 78% of participants being retained after the programme and there were also college apprenticeships, so there were programmes already up and running that if given extra support could take on extra numbers. Connexions had also worked extremely hard in keeping youngsters engaged.

Councillor Williams commented that it was hard to draw a line on what age ranges should be considered and raised concerns the Children’s Services Scrutiny Committee have had with some of the providers involved, who do not appear to have the best interests of the children in mind.

Councillor Kelly commented that he had issues with the college aspects, as they received a fee for every child enrolled and it appeared it was more about quantity than quality. Councillor Kelly stated that he wanted to see more development with businesses for greater chances of employment and to eradicate the perception that youths could only gain employment at the age of 18, as many consulted had stated they wanted real jobs rather than continue with personal development programmes and such like.

Councillor Kelly also commented that he realised the budgets were tight but he would like to see the scope expanded to include 19 year olds.

Ms. Gething advised that including the 19 year old group in the review could be problematic as some children could be missed depending on their birth dates.

Ms. Purvis wished to draw the Committee’s attention to the Call for Projects on page 54 of the report and requested Members input for project outcomes.

Councillor Kelly requested that a decision be made over the age groups and if it would be expanded to include 19 year olds.

Councillor Snowdon commented that she felt the year group for 19's should be included.

Councillor Miller commented that the research was carried out on the 16-18 age groups and colleagues needed to consider the finances available and the concerns of spreading them too thin. Councillor Miller felt the Committee should focus on the 16-18 year groups, which was the basis of the report.

The Chairman agreed with Councillor Miller's comments and put the decision to the Committee for a vote, with 6 in favour of keeping the age range at 16-18 year olds and 4 against, it was resolved that the study look at 16-18 year olds as per the report.

Employer's Demand Survey

The Chairman then introduced Karen Alexander, Employment and Training Manager to update the Committee on the Employer's Demand Survey.

Ms. Alexander advised that from the responses, employers had been very willing to talk and had received a lot of support and co-operation. The results were being analysed with a first draft expected by 15th August.

Ms. Alexander also informed of the request for consideration of funding for a Business Breakfast for employers on the 10th August, were they could present their findings, start to address the issues and tackle the missing skills in the workforce, putting something in place to improve things and move forward.

Councillor H. Trueman enquired as to how the businesses had been contacted.

Ms. Alexander advised that experts in market research had been used, who had a sophisticated research programme and database which looked at the different sectors and size of businesses, etc.

Councillor H. Trueman commented that upon a recent visit to a particular specialised company in Washington he was made aware that they had not been contacted in relation to opportunities for apprenticeships and that whilst the company was not massive, they were skilled workers.

In response to the Chairman's query, Ms. Alexander advised that the 150 employers who contributed to the survey had been invited to the Business Breakfast.

The Chairman requested that the company Councillor H. Trueman referred to, be invited to the Business Breakfast. Ms. Alexander advised that she would double check to make sure they hadn't already been invited.

Councillor Williams enquired if there were Retail and Manufacturing companies on the list of employers contacted.

Ms. Alexander advised that there was a wide cross section of representatives from Sunderland.

Councillor Kelly commented that the Committee had provided an amount of money for the survey to be carried out with Washington businesses and queried if the 150 invited to the Business Breakfast were from Sunderland. Ms. Alexander advised that the 150 companies were Washington based.

Councillor Miller commented that he had been sceptical of this at first but was pleased with the progress so far and would be attending the Business Breakfast.

Ms. Alexander commented that the level of interest had been most encouraging.

In response to Councillor Williams' enquiry, Ms. Alexander advised that she had been reassured of a good cross sector representation of companies by size and geographic distribution but she was not sure if a list of companies could be provided beforehand and she would have to check the terms of the contract.

Councillor Thompson advised that there was already a Business Breakfast Club in operation which had to hold their meetings outside of Washington and suggested that they also be invited.

In response to the Chairman's enquiry, Ms. Alexander confirmed that the Federation of Small Businesses had been included in the phone survey.

Councillor Miller commented that a list of employers due to attend the Business Breakfast should be provided beforehand.

Ms. Alexander advised that the experts had requested that they send out the invites themselves, so it may not be possible to provide a list.

Councillor Miller commented that this could be a problem and if they could not provide a list of the companies attending, then the Committee should receive its £10,000 funding back.

Neil Revely, Area Lead Executive advised that unless it was a contractual issue, he was sure something could be provided and it may be that one or two companies had wished to remain anonymous.

Councillor Kelly commented that they had commissioned a survey and needed to see where the companies were based and it was unacceptable to pay £10,000 and not be able to receive this information.

Andrea Seymour, Solicitor advised that she would be happy to look into the terms of the contract.

Update on Washington Managed Workspace

Councillor Kelly requested that a more in-depth update be provided on this as there was an issue with where the workspace was to be located.

The Chairman agreed that a greater update was needed.

Councillor Miller commented that the preferred location was Crowther Industrial Estate which as far as he was aware, was still earmarked for use and he felt that Officers needed to notify Members on the situation.

The Chairman informed of a recent event where developers appeared confident of a residential change of use for the area.

Ms. Purvis advised that she would speak to Officers on providing more information.

Councillor Williams commented that it did seem to be at odds with the Committees plans and needed clarification either at the next Area Committee or a briefing note outside of the Committee cycle.

2. RESOLVED that Members:-

- (i) note the report, presented on behalf of the Employment Task and Finish Group;
- (ii) note the recommendations from the NEET Co-ordination report attached as Annex 2;
- (iii) approve an allocation of up to £100,000 for the Commissioning of activity through the Call for Project Protocol to support NEET's in Washington as presented in paragraph 3.1.3; and
- (iv) considered the proposed Project Brief attached as Annex 3 and agreed project outcomes to be included in that brief.

Community Action in Washington: Progress Report on 2011/12 Work Plan: Activities for Young People and Tackling Youth Disorder

The Chief Executive submitted a report (copy circulated) to provide an update and progress report on activities and proposals for further work to deliver against the priority of tackling youth disorder through activities for young people as part of the current year's (2011/12) Work Plan (as detailed in Annex 1 to the report).

(For copy report – see original minutes).

Ms. Purvis requested Members input on the Project Outcomes detailed on page 57 of the agenda.

Councillor Miller commented that he felt there was a need for a lead agent on this project as there was only a small amount of money available.

Operation Choice

Councillor Williams referred to the Youth Bus and informed the Committee that as a governor of Lambton Primary School, upon investigation, the school had not seen the bus in over a year. Councillor Williams advised that she had taken this up with Inspector Barrett and suggested those involved with other schools check as it was important all schools get the opportunity to access the bus.

3. RESOLVED that Members:-

- (i) note the report, presented on behalf of the Young People's Task and Finish Group;
- (ii) agreed £10,000 of the Children's Services budget be used to deliver a Summer Holiday Activity Programme by Oxclose and District Young People's project;
- (iii) agreed £6,000 of the Children's Services budget be used by Oxclose and District Young People's project to deliver Friday Night Drop In Sessions;
- (iv) agreed £11,000 SIB be allocated to activities for young people, ensuring provision of 8-12 year olds is included;
- (v) approved the commissioning of activity through the Call for Project Protocol as presented in paragraph 3.1.3 for Activities for Young People; and
- (vi) considered the proposed Project Brief for Activities for Young People, attached as Annex 4, and agreed project outcomes to be included in that brief.

Community Action in Washington: Progress Report on 2011/12 Work Plan

The Chief Executive submitted a report (copy circulated) to provide an update of the progress against agreed actions in the current year's (2011/12) Work Plan (Annex 1).

(For copy report – see original minutes).

Attractive Neighbourhood

Brian Hodgkinson, Washington Area Response Manager advised of the quick turnaround in Member requests with only five still outstanding from the 165 received.

The Customer Service helpline had received calls on issues of graffiti, dog fouling and littering but these had reduced in number. Complaints had been received in relation to Gentoo and Officers were working in partnership with them to address those.

Officers were addressing ongoing issues to identify land ownership particularly at Persimmon Homes developments.

Mr. Hodgkinson advised that there were no major problems of anti-social behaviour with only a handful of issues reported.

In terms of enforcement, three Officers were attending team walks and issuing spot fines, fixed notices for fly tipping and dog fouling, etc. The five Ward Team Leaders were doing inspections which Members were welcome to attend if they wished to get in touch.

Mr. Hodgkinson informed the Committee that Officers were also working in partnership with Gentoo on a project in Lambton to identify ownership of land in conjunction with Highways to combat an area of neglect. Investigations were also being made into involving the Probation Service to get a free service of help.

The Team had provided additional support after the events that had taken place in Washington, including providing additional waste bins and such like.

Mr. Hodgkinson advised of positive feedback received on the Northumbria in Bloom competition but the results would not be made available until September.

The Chairman referred to the ownership of land problems with Persimmon and felt that the issue may need to be escalated to the Leader for consideration.

Councillor Williams commented that she also had experienced issues with identifying ownership of land and responsibility.

The Chairman commented that it may be a situation to involve Sharon Hodgson MP also.

Councillor H. Trueman wished to congratulate Mr. Hodgkinson on the fantastic job he was doing.

Councillor Williams also wished to comment on the first class service that had been provided, through the responses received by Mr. Hodgkinson.

VCS Update

Jacqui Reeves, Area VCS Network Representative advised on their recent meeting and that the sector was keen to be involved with the priorities for the NEET project and felt it could add value.

Collaborative work was ongoing with the Health Champions project and they would see if they could work together more in other areas.

Ms. Reeves advised that it was hoped to share the key priorities to identify gaps and produce a model to collaborate on providing targeted support in the area of mental health. They were looking at ideas such as apprenticeships to support employers, training packages and support to enable people to stay in employment once it was gained.

Councillor Kelly agreed that a number of NEET's may have issues below the surface, such as mental health issues. These could contribute to their unemployment and he believed the VCS should be involved in the project and a separate project may be needed to consider how they could become involved with the employment and Business Breakfast Club.

Councillor Miller advised that as Chairman of the VCS Network meeting, he felt it had been most proactive with a lot of ground being covered.

4. RESOLVED that the report and the updates for the Work Plan (attached as Annex 1) be noted.

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

The Chief Executive submitted a report (copy circulated) to request the Committee's consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB) and Community Chest to support initiatives that would benefit the area.

(For copy report – see original minutes).

5. RESOLVED that Members:-

- (i) note the financial statement set out in Section 2.1 of the report;
- (ii) approve £6,500 as a contribution from the 2011/12 SIB budget for the Oxclose Church Hall project;
- (iii) approve £15,000 as a contribution from the 2011/12 SIB budget for the Young Carer's Integration project;
- (iv) approve £1,500 as a contribution from the 2011/12 SIB budget for the Washington Business Breakfast project;
- (v) approve £2,000 as a contribution from the 2011/12 SIB budget for the Washington NEETs Support project;
- (vi) approve £3,000 as a contribution from the 2011/12 SIB budget for the Houghton Feast project; and
- (vii) approve all 16 proposals for support from the 2011/12 Community Chest as detailed in Annex 2 of the report.

Influencing Practice, Policy and Strategy – Information, Advice and Guidance Services

The Chief Executive submitted a report (copy circulated) and Officers of the Business, Improvement and Advice Services Team provided a presentation, updating the Committee on the Information, Advice and Guidance review into ensuring a standard quality of service across the Council and to seek Members views and feedback.

(For copy report – see original minutes).

Liz St. Louis, Head of Customer Service and Development presented the report advising that there had been a big programme of consultation held at the Washington Leisure Centre and workshops with the VCS, with the early findings showing that customers appreciated being able to contact the Authority via telephone and face to face. They would also like to be able to utilise the internet and a programme of work was being started to help customers familiarise themselves with the service. As not all customers had access to the internet, investigations were being made with the VCS on providing access throughout community based venues.

A workplan was being developed to make the services as accessible as possible so that they could encourage more independence of the service users whilst responding to their needs.

Councillor H. Trueman queried if we were reaching the right people and as we had a massive ICT department, we should be utilising their expertise for events and such like.

Ms. St. Louis advised that they were working with Communications on how they could best promote events, etc by utilising social media such as twitter and facebook.

The Chairman commented that the benefits of social media sites such as facebook were that you could receive instantaneous and honest feedback on events.

Councillor Kelly commented that the Council website needed modernising as it was difficult to navigate through and the Authority may not be getting the best possible exposure through the newspapers as the Sunderland Echo was mainly used to publicise yet there was a 50-50 split in the area for people who would rather read the Chronicle.

Councillor Kelly also felt there was a need to feed in more with how the public wanted to access services and commented that the new Customer Service Centre in Fawcett Street was first class.

The Committee was informed that work had started to work on the website to try and simplify the navigation and include Frequently Asked Questions with more straightforward instructions and advice.

The Chairman commented that if the website was kept simple it would be better for everyone's use.

Councillor Miller raised concerns that a large proportion of people did not have access to a computer and that there was no strategy on how to reach them.

Ms. St. Louis advised that a face to face service would remain as it was extremely important to the Authority to reach every demographic and they were consulting with under-privileged groups on how the services could be improved for them and it was recognised there was a need for choice, to suit everyone.

In response to Councillor Williams' request, Ms. St. Louis advised that they would follow the plain English guidelines when publishing any instructions and such like.

The Chairman agreed with Councillor Miller's concerns and commented that all options needed to be addressed but it was vital that those without access to computers were also catered for.

6. RESOLVED that the report be received and noted.

Empty Property Action Plan

The Chief Executive submitted a report (copy circulated) to seek Members comments and feedback on the Empty Property Action Plan 2011-12 (as attached in Annex 2 of the report).

(For copy report – see original minutes).

Alan Caddick, Head of Housing presented the report and advised that the Empty Property Action Plan had been developed as the issue had been identified in all areas.

Empty properties could be a blight to an area and attract anti-social behaviour so they were looking at how to tackle the issue in a structured way.

Mr. Caddick advised that they had people working at a local level without spending Council funds to get those properties back into use. The Empty Properties Team were working across the City in each area, sharing intelligence.

Mr. Caddick also advised that the Team contained an Empty Property Officer, Anti-Social Behaviour Officer and a Technical Officer.

Mr. Caddick informed the Committee on information relating to the New Homes Bonus and how they were looking to use this in conjunction with Gentoo.

In response to the Chairman's query, Mr. Caddick advised that the live date was 1st September and they would have the expert personnel in place before then and would provide Ms. Purvis with a list of contacts.

7. RESOLVED that Members:-

- (i) noted the information regarding New Homes Bonus; and
- (ii) considered the action plan for the Washington area with comment/suggestions to be sent through the appropriate consultation channels.

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

(Signed) B. SCAPLEHORN,
Chairman.

29th September 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN WASHINGTON – PROGRESS REVIEW

Progress Report on 2011/12 Workplan

1 Why has it come to Committee?

- 1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan (**Annex 1**).

2 Background

- 2.1 The purpose of the work plan is to clearly identify the key priorities for Area Committee to discuss, deliver actions and monitor throughout the year, with the overall outcome to improve the quality of life for residents within the Washington area.
- 2.2 This report presents an update with regard to the key priorities for 2011/12 and other priorities carried forward from 2010/11.

3 Helping local people access employment opportunities – with a focus on young people not on employment, education and training (NEETs)

3.1 NEET Support and Co-ordination Call for Project

- 3.1.1 Proposed through the Employment Task and Finish Group and following the NEET research and audit work, a Call for Projects has been commissioned to provide a comprehensive and co-ordinated programme of support for NEETs in Washington. Applications closed 25th August and based on project outcomes included in the published Project Brief and SIB governance processes and protocols, independent assessments have been carried out on all submissions.
- 3.1.2 Under **Item 2b, Annex 1b** the standard executive summary of all applications received for this Call for Projects is presented. Members will be requested to consider the information as presented and agree the allocation of SIB funding from the 2011/12 budget.

3.2 Employer's Demand Survey & Washington Focus Report

- 3.2.1 A Skills and Employment Demand Survey was commissioned in April 2011 with consultants Trends Business Research (TBR). The survey was to have a city-wide perspective, with a view to understanding employers' demands and informing a future skills strategy for the city, which will influence skills provision being delivered in Sunderland to support future economic growth. TBR surveyed 750 employers to inform the findings. The final draft was received 15 September 2011 and the final report will be produced by 29 September 2011.
- 3.2.2 In order to enhance the Washington focus of the survey, a further contribution of £10,000 was added to the budget by Washington Area Committee. This enabled a larger sample size of Washington-based employers to be surveyed and also the

production of a separate Washington Focus Report to sit alongside the main citywide report. A draft version of this report was prepared mid August and the findings were discussed at the Business Breakfast. Using the feedback received at the Business Breakfast, a final version of the Washington Focus Report is being prepared, which will be submitted by 22 September 2011.

3.2.3 The aim of the Focus Report is to provide evidence relating to employment opportunities for young people in the Washington area. This evidence will support interventions to help young people find work in the area. The report will identify specific barriers that are preventing businesses from employing young people in the Washington area.

3.2.4 140 telephone surveys were conducted and 10 in-depth interviews took place, together with desk research and economic analysis.

3.2.5 Key findings included:

- Under half of businesses employ people aged 25 and under in their team.
- Only 11% employ young people aged 16-18 (12% citywide).
- 39% employ young people aged 19-25 (37% citywide).
- Barriers include transport issues, lack of work readiness, lack of jobs/vacancies, graduate retention, rule changes in apprenticeships.
- The most commonly cited benefit to employing young people is the ability to mould them into the employees they need.

3.2.6 Skills issues:

- Skills perceived as lacking in young people include work experience (57%), customer handling (47%) and oral/verbal communication (43%).
- To some extent, these are skills that are developed through experience of employment.
- Functional numeracy and literacy levels need to be improved against some young people in Washington.

3.2.7 Work Experience:

- Young people want work experience opportunities that lead to employment.
- Firms are unwilling to hire young people without relevant experience.
- Firms that provide internships or work experience schemes are more likely to recruit the young person, having given them a 'test drive'.

3.3 Washington Business Breakfast

3.3.1 A "Business Breakfast" took place on 24 August 2011 at the George Washington Hotel. A total of 34 people attended, including local employers and business club representatives, key stakeholders such as Connexions, Jobcentre Plus and the National Apprenticeship Service, the VCS, council officers and elected members. Presentations were given by consultants TBR and by Faye Gething, the NEET Co-ordinator, to summarise their recent research and present key findings.

3.3.2 Those attending were asked to take part in a workshop, to consider 3 questions:

- What skills does an experienced candidate have that sets them apart?

- What are the barriers to providing employment and work experience for young people?
- What could be done to help Washington businesses provide more employment and work experience opportunities to local young people?

3.3.3 The workshop sessions identified several key messages expressed directly by participating employers, regarding what they look for in a candidate.

Personality, passion, punctuality and personal presentation were all important. A strong work ethic was needed, demonstrated perhaps by a young person having had a Saturday job or doing voluntary work. The right attitude was vital, as was an understanding of what is acceptable/not acceptable in the workplace. 'Functional Skills' (in maths and reading) at level 2 were important. Interestingly, it was also important for the employer to understand how to nurture a young person who may be undertaking work experience.

3.3.4 In terms of the barriers, the employers identified time rather than direct costs as the main barrier to providing employment and work experience for a young person. Other barriers included travel costs; lack of knowledge about opportunities that are there; insufficient suitable opportunities; lack of preparation by schools for the young people participating in the work experience; lack of funding. A real barrier was also the 'mass confusion' in the marketplace, particularly with all of the policy changes around skills being introduced at present.

As well as discussing barriers, some very positive solutions were identified, including the idea of sharing an apprentice. The need for a 'cluster' of willing employers was raised, who could offer a wide range of workplace experiences to young people.

3.3.5 Regarding the question about what can be done to help, employers should be encouraged to engage more with schools and also to understand more fully the benefits to be gained from employing a young person or offering work experience placements. A reduction in bureaucracy was also needed, plus better co-ordination to bring together employers offering vacancies with young people looking for opportunities. The practical step of making better use of business networks to cascade information was stressed, with a view to encouraging more employers to become involved.

For further information please contact Karen Alexander, Employment and Training Manager on 0191 305 1211, or email Karen.alexander@sunderland.gov.uk

3.4 Washington Work Space Project

3.4.1 The Business Case for the project to build managed workspace in Washington was submitted to ONE at the end of May 2011. There were some queries raised at appraisal stage over the timetable for delivery of the project being too long and also demonstration of value for money due to the complexity of a land acquisition, design and build project. Sunderland City Council does not own any land in Washington and therefore any project to build managed workspace in Washington must come with the

land as part of the project package. The Project Team has been exceptionally given an extension to the end of November to submit a re-drafted business case which will identify the preferred contractor, and provide CLG with all of the documentation they require to carry out a full value for money evaluation.

- 3.4.2 The procurement process has undergone a number of stages already.
- § A Prior Identification Notice (PIN) was released to the market in April 2011. A PIN gives potential developers/contractors the opportunity to express an interest in the project and gives the Council the opportunity to test the market for interest. There were 24 expressions of interest received.
 - § A pre-qualification questionnaire (PQQ) was issued in July 2011 and from this 30 developers/contractors returned a completed PQQ. The PQQ is used as a mechanism to assist the tendering process by asking for detailed information about the developer/contractor which can be used to assess suitability to be invited to tender. Contractors/developers within this PQQ had to identify if they had land available within Washington. From the 30 PQQ's only 5 could satisfy the land requirement. These 5 will be invited to submit tender documentation.
 - § Tender documents are being issued on the 7 September 2011 and due back on the 6 December 2011. (As this is outwith the timescale agreed with CLG outlined above, the project team will need to seek a further extension).
- 3.4.3 It is anticipated that approval will be received in March 2012, at which point full planning permission will be sought. Work will then commence on site in June 2012, with the building being handed over in August 2013.

For any further information please contact Berni Whitaker, Enterprise Manager on 0191 305 1205 berni.whitaker@sunderland.gov.uk

3.5 Education and Heritage Project Update

- 3.5.1 The Education and Heritage Officer (EHO) and Trainee Apprentice are now in post and have commenced activities and engagement across the area through a number of local organisations. The EHO has already made links with CAs. Bowes Railway and is commencing working with schools to establish a programme.
- 3.5.2 A project specific website and relevant publicity material and media is also being developed.

4 Activities for young people and addressing youth disorder

4.1 Activities for young people Call for Projects

- 4.1.1 Proposed through the Young People's Task and Finish Group and following Area Committee approving a call for projects and an allocation of **£11,000 SIB** (matched to £11,000 Children's Services budget) for activities for young people at the last Committee meeting, applications closed 25th August. Based on project outcomes included in the published Project Brief and SIB governance processes and protocols, independent assessments have been carried out on all submissions.
- 4.1.2 Under **Item 2b, Annex 1c** the standard executive summary of all applications received for this Call for Projects is presented. Members will be requested to consider the information as presented and agree the allocation of SIB funding from the 2011/12 budget.

5 Tackling Health Inequalities

- 5.1 As of 1st September 2011 we had 500 people on the database, with 168 of them signed up for all five courses. We now have a total of 74 Health Champions across the City, 13 of which are Washington based. After completion of all five modules a Health Champion pack is sent which includes a letter of thanks from the Director of Public Health, a Health Champion pin badge, Health and Wellbeing Guide from the Wellness Centres and an A5 useful information guide with phone numbers and web addresses. To date 22 young people have been trained in different courses, this has been in school/college holidays. We are aiming to have at least 5 peer educators trained as Health Champions by November 2011

Table 1 Health Champion Information (Figures as of 1st September 2011)

	People from organisations that work with people in Washington ¹		
Number of people on the Health Champion Database <i>Breakdown of the sectors on the database</i>	331		
	Stat 155	Vol 137	Other 38

¹Washington have been running the Health Champion Programme since December 2010

- 5.2 The first Councillor has been trained as a Health Champion, as well as four other Councillors taking part in the programme. The Primary Care Trust holds information on people who are booking on to the Health Champions Training Programme, and updates this information on a monthly basis. The information is used to update the Area Committees at each meeting.
- 5.3 A celebration event has been organised for Thursday 13th October at the Stadium of Light, to celebrate and thank the people of Sunderland who have given their time to go through the Health Champion training programme. At this event Health Champions will be given a certificate and individually thanked for their commitment.
- 5.4 A virtual network has been developed with bi-monthly newsletters sent via email. The newsletter gives updated information with regards to courses, useful numbers, news articles etc. Names of the people who have completed the Health Champion training is included and it is hoped that this approach is seen as a social movement across the City. .

6 Attractive Neighbourhood

- 6.1 Service requests, complaints and resident surveys and satisfaction levels indicate that an attractive and cared for environment is still a priority for the area. Responsive Local Services continue to work with and report to Area Committee through the Area Response Manager. A verbal report will be presented at the meeting highlighting key successes, issues and activity.
- 6.2 Area Committee has also maintained an influencing role with regard to roadways, highways and traffic management issues. That role will be maintained with regular reports and updates to Area Committee together with the co-ordination of Members Requests for Service.

7. Equality, Community Inclusion and Engagement

- 7.1 To develop the capacity and influence of the Voluntary and Community Sector (VCS) across the City, Area Networks have been established and delegates represent each Area Network at Area Committee taking forward issues on behalf of the whole VCS in the area and reporting back, providing a two-way flow of communication between SCN and the Area Committee.
- 7.2 Washington Area Network delegates will present a verbal report to each Area Committee meeting informing Members of activity, progress, issues and concerns of the sector.

Recommendations:

Members are requested

- To note the report, progress updates and actions as detailed in this report and in the Work plan attached as **Annex 1**

Contact Officer: Karon Purvis, Washington Area Officer Tel: 0191 561 2449
Email: karon.purvis@sunderland.gov.uk

Washington Area Committee 2011/12 Workplan

Priority: Helping local people access employment opportunities - focus on NEETs, links to heritage						
Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	RAG
Co-ordination and support of services for young people NEET (Not in education, employment or training).	Call for Project for Support and Co-ordination for NEETs	Area Committee	Call for project published 29th July. Applications to close 25th August. Recommendations to September Area Committee	Review activities of other agencies. Commission activity. Engage and involve.	Reduce No. NEETs	
Availability of apprenticeships, work placements etc. for young people	Confirm provision re training, apprenticeships etc. for young people being delivered by partners in Washington. Gather evidence of jobs or ability to be placed in the work place following apprenticeships and schemes.	Karen Alexander (OCE)	Opportunities to be identified through Demand Survey and Business Breakfasts. Links to NEET Co-ordination project. Update to every Area Committee through Employment & NEETs Task and Finish Group. Demand Survey completed. Analysis to be presented. Business Breakfast for Washington scheduled August 24th. Report available September. Update to be presented by KA to September Area Committee	Consult and engage organisations and partners.	Increase No. young people in training education and employment	
Links with local employers	Build links between young people and local businesses. Local Business Breakfast. Assistance for small local businesses to take on apprenticeships. Completion and promotion of Demand Survey	Karen Alexander (OCE)	Liaise and co-ordinate re Demand Study. Local Business Breakfast. Business Breakfast for Washington scheduled August 24th. Analysis and outcomes to be available September. Update to be presented by KA to September Area Committee	Engage and involve partners. Challenge providers to improve standards. Promote and publicise initiatives to improve local quality of life.	No. of local businesses engaged. OR No. apprenticeships	
Linking young people and the community to opportunities in the Heritage Sector in Washington	WAC Call for Projects re Heritage and Education Project. Co-ordinated approach and Action Plan to take forward recommendations from the Washington Heritage Offer Feasibility Study	Culture and Tourism (SCC)	SIB £30,000 Education and Skills Development Project to be approved June 2011. Officer and apprenticeship now in post with TWEBLO. Activity and engagement underway. Update and progress report to September Area Committee - see covering report.	Commission activity.	No. volunteers in Heritage Initiatives in Washington. Increase no. NEETs	
Priority: Activities to 'engage' young people' linking young people and the broader community.						
Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	RAG



Proactive preventative work with the younger age group required (8 - 13yo)	Young Neighbourhood Watch Schemes in partnership with Primary Schools. Engaging young people and schools in the Heritage offer in Washington (building on current programme re Banner Groups)	Children's Services & VCS	Call for Projects £22,000 (£11,000 SIB £11,000 Children's Services) to September Area Committee for approval	Review activities of other agencies to ensure delivery meets local requirements. Commission activity.	Increase no. young people taking part in diversionary activities
Gaps in provision following cuts. In particular holiday and weekend programmes	PAYP and YOF funded activities: • Activities across 13 weeks of school holidays • Sunday early evening music session (average participation of 38) • Friday night drop-in session (average participation of 41) • Saturday Mountain biking (average participation of 5) • Junior session at Barmston Primary School (average participation of 19) • Targeted work with NEET cohort	Sandra Mitchell SCC Children's Services + Phil McAloon ODYPP	Alignment of £30,000 Children's Services budget to Area Committee Workplan and Priorities. £16,000 allocated to ODYPP for Summer Holiday Activity Programme (£10,000) and Friday Night Drop In (£6,000). As detailed above, Call for Projects £22,000 (£11,000 SIB £11,000 Children's Services) to September Area Committee for approval	Agreed proposed approach re Washington Health Champions and SAFC Tackling Health Inequalities through Football & Leisure. Project now underway and achieving all targets and outputs. See Section 2 of the Progress Review Report	Increased no. of youth activities and programmes
Young people to have a valuable role in the community	Programme of volunteering and citizenship opportunities for young people.	Children's Services	Development of Blackfell Junior Neighbourhood Watch	Engage and involve local community.	Increase no. of young people volunteering.
Addressing anti social behaviour and youth disorder	Operation Choice approved June 2011. confirm use of Youth bus as part of the 'Primary School' workstream	Northumbria Police Team	Operation Choice now underway. Youth bus with appropriate activities and information to be utilised by Police working/visiting all 19 Primary Schools. Focusing on ASB hotspots still being carried out.	Review activities of other agencies to ensure delivery meets local requirements. Commission activity.	Reduction in ASB. More children and young people engaged in positive activity

Washington Area Committee 2010/11 Workplan

Helping local people access employment opportunities

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	RAG
Washington Workspace Project	Influence and support the development of the Washington workspace Project, a £6m investment to provide managed workspace in Washington by 2013.	Andrew Perkin (OCE)	The Business Case was submitted to ONE May 2011. Extension to the end of November to submit a re-drafted business case to identify the preferred contractor, and provide CLG with all of the documentation to carry out a full value for money evaluation. A Prior Identification Notice (PIN) released April 2011 gives potential developers the opportunity to express an interest and gives the Council the opportunity to test the market for interest. 24 expressions of interest received. A pre-qualification questionnaire (PQQ) issued July 2011. 30 developers/contractors returned a completed PQQ. From the 30 PQQ's only 5 could satisfy the land requirement. These 5 will be invited to submit tender documentation. Tender documents issued 7 September 2011 and due back on the 6 December 2011. It is anticipated that approval will be received in March 2012, at which point full planning permission will be sought. Work will then commence on site in June 2012, with the building being handed over in August 2013.	Review activities of other agencies. Commission activity. Engage and involve.	New workspace developed. Local business start ups.	
Demand Survey with Employers	Identify what the skills gaps are for Employers to employ local people. Study commenced -Washington focus underway	Andrew Perkin (OCE)	Specific survey for Washington Employers. Results to be aligned to research work of NEET Co-ordination Project. Proposals for commissioning projects to be brought to September 2011 Meeting. Update Report re Demand Survey to be presented to September Area Committee	Identify priorities for support by AC. Involving partners in delivering the LAP and ensure services meet local requirements.	Employers engaged	

Tackling Health Inequalities						
Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	RAG
Support the reduction of health inequalities in Washington by tackling social determinants of health	Washington Health Champions being delivered. More than 200 local people on courses	Teaching Primary Care Trust	As of 1st September we had a total of 500 people on the database either working city wide or in Washington, of these 331 worked in Washington only, and of these 137 were from the voluntary sector. 155 were from the statutory sector. A celebration event to be held on the 13th October and people who have completed all five modules as well as key stakeholders will be invited. This event is primarily to thank the people who have been through the health champion programme, and also to showcase the area committee project as we feel it is becoming a very successful example of community development work.	Consult and engage organisations and partners. Commission activity.	No.s enrolled on course. Sharing health improvement messages and provide basic interventions and signposting to help local people take the first steps towards healthier lives.	
Support the reduction of health inequalities in Washington by tackling social determinants of health	Develop physical activity programmes to meet the needs of older people to promote health, reduce social isolation, increase physical activity and contribute to reducing health inequalities	Victoria French (SCC) Wellness Programme	Wellness Service, working with HHAs & City Services to increase participation in physical activity to improve independent living for older people submit a SIB application at EOI stage for £4,250 to install a set/circuit of 'outdoor gym' equipment in Extra Care Schemes at Woodridge Gardens. Part funded (50%) through Wellness Service/Sunderland Teaching Primary Care Trust. Estimated to be presented to Area Committee December 1st Meeting	Consult and engage organisations and partners. Commission activity.		
Attractive Neighbourhood						
Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	RAG

<p>Make estates/residential areas more attractive & accessible and address neighbourhood issues re litter, environmental, dog fouling etc</p>	<p>Area Response Team in place</p>	<p>Brian Hodgkinson (SCC)</p>	<p>Dedicated Response Team now in place for each area including Area Response Manager, Response Officer, Ward Team Leaders and Environmental Enforcement Officers. Addressed numerous complaints with regard to dog fouling and litter, landscaping, flytipping and graffiti in several Wards, erecting additional bins in response and monitoring through environmental Enforcement Officers. Community walkabouts established with residents, Members and partners. Updates to every meeting. Unresolved issues include land ownership issues in Blackfell and Usworth (residential developers) - Ward Site visit arranged with Leader of Council & Chief Executive 19th September.</p>	<p>Consult and engage organisations and partners.</p>	<p>Increase in residents satisfied with services provided in their neighbourhood.</p>	
<p>Traffic and highways issues</p>	<p>Road Safety scheme and traffic management works implemented</p>	<p>Craig Wilkinson (SCC)</p>	<p>Updates to be provided to Area Committee - Vehicle Activated Signs Programme implementation underway with first 5 x signs in situ by xxxx, Washington Road Safety Scheme to be completed re busways and footways, Bonemill Roundabout to be installation to commence Sept 2011, various traffic and highways projects and dropped kerbs programmes implemented. Report to September Area Committee meeting</p>	<p>Consult and engage organisations and partners.</p>	<p>Reduced speeding incidents and accidents. Road safety improved.</p>	

Equality, Community Inclusion and Engagement						
Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	RAG
Community Inclusion	Area Committee to identify initiatives to deliver community benefit and support inclusion. Opportunity to deliver cross cutting work re inclusion, heritage and lifelong learning.	Various - cross cutting priority	Number of Heritage projects implemented which engage local communities and partners. Community facilities developed in schools and available to the wider community. Christmas celebrations received huge support from the local community and encouraged 'a local identity'. Local primary schools encouraging a cohesive community, recognising and celebrating diversity. Community gardens and facilities in schools to encourage intergenerational initiatives. Area Committee continues to accept applications to support community activity and engagement to deliver the work plan and Local Area Plan. SIB application £10,000 for Illuminations Switch On Event to September Meeting.	Consult and engage organisations and partners. Commission activity.	Residents and partners engaged and taking part in decision making	
Community Inclusion	Lack of co-ordination and support available to volunteers in Washington	Area Community Voluntary Sector Network	Members consulted and contribute to the draft Sunderland Partnership Volunteering Strategy. Agreement and approval to be presented to January Cabinet. Further report to Area Committee following Cabinet approval February 201. Request through ACVSN to confirm project management to facilitate resources to carry out research and audit re needs in Washington.	Consult and engage organisations and partners. Commission activity.	Volunteers supported	
Community Inclusion	Solutions to provide more support to CAs - need to confirm citywide perspective	Area Community Voluntary Sector Network	Proposals to develop support for Washington based CAs to develop business plans and forward strategy and plans. This would include resourcing making funding applications, funding strategy and future proofing - it might also bring in appropriate training and development for CAs and their members. Need to align with support being provided at a city wide level to ensure no duplication. Progress report to September Area Committee	Consult and engage organisations and partners. Commission activity.	Residents and partners engaged and taking part in decision making Volunteers supported	
Closed/Complete						

Co-ordination of services for young people NEET (Not in education, employment or training).	NEET Co-ordinator appointed.	Connexions - Faye Gething	NEET Co-ordinator in post to audit provision, identify gaps, encourage partnership approach and promote available opportunities for NEET young people, boosting engagement and reducing NEET figures in Washington. Research completed. Report presented to July Area Committee - conclusions and recommendations to inform Call for Projects.	Review activities of other agencies. Commission activity. Engage and involve.	Reduce No. NEETs	
Address barriers to training, education and employment for NEETs in Washington	Work with ESP Project to ensure barriers to opportunities are addressed.	NEET Co-ordinator	Contact ESP Project Manager (Brenda Cogden) to identify where added value for Washington can be brought. Update to every Area Committee through Employment & NEETs Task and Finish Group. COMPLETED	Identify priorities for support by AC. Involving partners in delivering the LAP and ensure services meet local requirements.	Reduce No. NEETs	
Gap in low level first step training.	Primary level research with young people by proposed NEET Co-ordinator re provision, gaps and issues.	NEET Co-ordinator.	Research NEET Co-ordination Project COMPLETED	Improve standards. Consult and engage organisations and partners.	Increase No. young people in training education and employment.	
Suitable venues for courses in Washington	Audit of suitable venues available to accommodate partners and statutory providers re courses and opportunities for young people NEET.	NEET Co-ordinator	Research NEET Co-ordination Project. Included in Research Report presented to Area Committee July 2011 COMPLETED	Engage and involve partners. Challenge providers to improve standards.	Increase No. young people in training education and employment	
Impact of withdrawal of EMA	Impact Task Group (SCC) to meet March to consider how the Learner Support Funds will partially fill the loss of EMA Funding and what restrictions are to be placed on this spend.	Children's Services	Research NEET Co-ordination Project. Included in Research Report presented to Area Committee July 2011 - see Task and Finish Group update COMPLETED	Request and receive reports and updates.	N/A	
Suitable venues for courses in Washington	Audit of suitable venues available to accommodate partners and statutory providers re courses and opportunities for young people NEET.	NEET Co-ordinator	Research NEET Co-ordination Project. Included in Research Report presented to Area Committee July 2011 COMPLETED	Engage and involve partners. Challenge providers to improve standards.	Increase No. young people in training education and employment	

Impact of withdrawal of EMA	Impact Task Group (SCC) to meet March to consider how the Learner Support Funds will partially fill the loss of EMA Funding and what restrictions are to be placed on this spend.	Children's Services	Research NEET Co-ordination Project. Included in Research Report presented to Area Committee July 2011 - see Task and Finish Group update COMPLETED	Request and receive reports and updates.	N/A	
Extended services ending	Schools provide provision via Extended Schools.	Children's Services	Extended Schools budget ceases March 2011. Replaced by Pupil Premium rolled out March 2012.	Consult and engage organisations and partners.	Increase activities for children and young people	

WASHINGTON AREA COMMITTEE
29th September 2011
EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

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

Author(s):

Chief Executive

Purpose of Report:

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

Description of Decision:

The Committee is requested to approve the following:

1. Note the financial statement set out in Section 2.1 of this report.
2. Agree the recommendations set out in **Annex 1a** with reference to SIB applications and approve 1 SIB proposal from the 2011/12 budget
 1. Washington Illuminations Switch On £10,000 Approve
3. Agree the allocation of **£99,900 SIB** to deliver the Washington NEETs Support and Co-ordination Project (Call for Projects) to the **Youth Opportunities Project**, Lead Agent SNCBC.
4. Agree the allocation of **£11,000 SIB** to deliver the **Activities Programme for Young People** (Call for Projects) to the Youth Development Group, Lead Agent SCC.
5. Approve the 15 proposals for support from 2011/12 Community Chest totalling £8,617 as detailed in **Annex 2**

Suggested reason(s) for Decision:

SIB is a budget delegated to Areas Committee in order to commission activity that delivers actions against the key strategic priorities identified in the Washington LAP. Its main purpose is to benefit the local community and to attract other funding into the area. The Area Committee has been allocated a budget of £287,261 for 2011/12. £12,321 has been carried forward from 2010/11 giving the Area Committee a budget of £299,582 for 2011/12.

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

Alternative options to be considered and recommended to be rejected:

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

Is this a “Key Decision” as defined in the Constitution?

No

Is it included in the Forward Plan? No

Relevant Scrutiny Committees:

Regeneration Review Committee.
 Management Scrutiny Committee.

29th September 2011.
Report of the Chief Executive.

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

1. Why has it come to Committee?

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

2.1 FINANCIAL STATEMENT WASHINGTON COMMITTEE FUNDING STREAMS 2011-2012 AS AT 28th July 2011

SIB: Washington SIB Statement after 28th July 2011 Area Committee					
* £287,261 was allocated for 2011/12, £12,321 has been brought back from 2010/11 allocations giving a total balance of £299,582, plus returned £10,449 = £310,031					
	Committee Date	SIB Budget	Allocated (not yet approved)	Approvals	Total
£10,449 -Wash Wheeled Sports Park*Return	02.06.11	Return		£10,449*	£310,031
Available Funding 2011/12*		£310,031			£310,031
Project Name	-	-		-	-
Operation Choice	02.06.11	-		£25,821	£284,210
Sunderland Festival	02.06.11	-		£3,000	£281,210
Christmas Festival	02.06.11	-		£15,000	£266,210
Aircraft Museum	02.06.11	-		£6,000	£260,210
Friends of Old Hall	02.06.11	-		£3,450	£256,760
Education & Skills Programme	02.06.11	-		£30,000	£226,760
Oxclose Church Hall	28.07.11	-		£6,500	£220,260
Young Carers Integration Pilot	28.07.11	-		£15,000	£205,260

Washington Business Breakfast	28.07.11	-		£1,500	£203,760
Washington NEET's Support Project	28.07.11	-		£2,000	£201,760
Houghton Feast (Multi)	28.07.11	-		£3,000	£198,760
Call for Projects (NEET)*	Notionally allocated at July AC*			£100,000*	
Call for Projects (Young People)*	Notionally allocated at July AC*			£11,000*	
New Balance		£310,031		£111,271	£198,760

* Subject to approval at September AC

Community Chest			
Available Funding 2011/12 includes the 2011/2012 allocation of £10,000 per ward, £13,041 unclaimed funding for 2008/2009 and £2,660 unallocated funding from 2010/2011.			
	Community Chest Budget	Approvals	Balance
Central	£12,435*	£1,596	£10,839
East	£16,018*	£6,342	£ 9,676
North	£11,385	£2,872	£ 8,513
South	£13,997	£4,798	£ 9,199
West	£12,985	£4,262	£ 8,723
Balance	£66,820	£19,870	£46,950
*Returned funding of £1,000 from Columbia CA included in Washington Central			
*Returned funding of £119 from JW Community Fitness Club included in Washington East			

2.2 Strategic Initiatives Budget (SIB)

2.2.1 Following the July 2011 Area Committee meeting, a balance of **£198,760** remains to be allocated this financial year.

2.2.2 The following projects as detailed in **Annex 1a** are recommended for approval, as follows:

	<u>2011/12</u>	
1. Washington Illuminations Switch On	£ 10,000	Approve

2.2.3 Projects recommended for approval from the 2011/12 budget total **£10,000**. Should Area Committee approve this proposal, the remaining balance for the 2011/12 allocation would be **£188,760**.

2.2.4 Members are asked to note **£111,000** has been notionally allocated to two 'Call for Projects' both of which are to be considered at this meeting.

2.2.5 Following this meeting and subject to approving recommendations as set out in paragraphs 2.3.6 and 2.4.6, a balance of **£77,860** will remain to be allocated from the 2011/12 budget.

2.3 SIB Call for Projects – Support and Co-ordination for NEETs

2.3.1 In July 2011 Washington Area Committee invited local Voluntary and Community Sector (VCS) groups and statutory providers to submit a SIB full application to deliver support, guidance and a programme of work to assist and support Washington's young people not in employment, education or training (NEETs).

2.3.2 With an indicative budget of **£100,000** identified, all applications were requested to ensure project proposals achieved the following outcomes:

- Promote available opportunities and provide targeted support for NEET young people.
- Boost engagement and reduce NEET figures in Washington through improved partnership working and collaboration.
- Develop employment opportunities across a wide range of occupational areas, with a particular focus on skills development and learning opportunities for NEET young people aged 16-18.
- Identify mechanisms to work in partnership with local employers to encourage positive relationships and to develop support for local employers to encourage training and employment opportunities.
- Identify clear progression routes for young people.
- Complement and add value to the current initiatives being delivered in the Washington area.
- The project submission should include details about the types and levels of support that will be provided in order to achieve the outcomes above.
- The project should be no longer than two years from the time it is approved.
- All beneficiaries of the project will reside across the Washington area.

2.3.3 Using SIB governance and protocols, the deadline for applications was 25th August. 22 packs were requested and subsequently, 8 applications were received.

2.3.4 **Annex 1b** provides the standard executive summary of all applications received for this Call for Projects. Those applications have been subject to an independent assessment using the SIB Scoring Matrix and consultation based on standard SIB consultation with Members and relevant partners.

2.3.5 Based on that independent assessment and scoring and consultations, 3 applications identify how they will address a number of the project outcomes as detailed in the published project brief, and even though all offer different routes and pathways for Washington young people, all evidence key strengths and a successful track record in the field.

2.3.6 Within that context, Members are asked to consider the information and comments for those 3 applications as presented in **Annex 1b**, and agree the allocation of SIB funding of **£99,900** from the 2011/12 budget to the **Youth Opportunities Project** proposed by SNCBC.

2.4 SIB Call for Projects – Activities for Young People

- 2.4.1 In July 2011 Washington Area Committee invited local Voluntary and Community Sector (VCS) groups and statutory providers to submit a full application to develop and deliver an activity programme for young people across all age groups and increase the number of children and young people participating in positive activities.
- 2.4.2 With a total budget of £22,000 (**£11,000 SIB** and £11,000 Children Service's) all applications were requested to ensure project proposals achieved the following outcomes:
- Increase the number of children and young people accessing positive activities.
 - Targeting of 8 – 12 year olds whilst still addressing youth disorder and anti social behaviour across all age groups and delivering a programme of proactive preventative work.
 - Complement and add value to existing children and young people provision, for example, Sunderland City Council's commissioned youth contracts, XL mobile bus provision, local 'youth' sports clubs and uniformed youth groups.
 - Demonstrate a **collaborative, partnership** approach and evidence co-ordinated delivery of programmes and activities.
 - The project submission should include details on how the Lead Agent will provide a programme of works that will be provided in order to achieve the outcomes above.
 - All beneficiaries of the project will reside across the Washington area.
- 2.4.3 Using SIB governance and protocols, the deadline for applications was 25th August. 12 packs were requested and subsequently, 5 applications were received. All 5 applications have proposed projects which utilise the full **£22,000** budget.
- 2.4.4 **Annex 1c** provides the standard executive summary of all applications received for this Call for Projects. Those applications have been subject to an independent assessment using the SIB Scoring Matrix and consultation based on standard SIB consultation with Members and relevant partners.
- 2.4.5 Based on that independent assessment and scoring and consultations, the applications are presented to show which of the proposals address the project outcomes as outlined in the published project brief, the strengths of the applications and a successful track record in the field.
- 2.4.6 Within that context, Members are asked to consider the information and comments for the applications as presented in **Annex 1c**, and agree the allocation of SIB funding of **£11,000** from the 2011/12 budget to the **Activities Programme for Young People** proposed by City of Sunderland Council's Youth Development Group.

2.5 Community Chest

- 2.5.1 The table below details the balances remaining to be allocated following the last meeting. A total of 15 project proposals received are set out in **Annex 2**, together with remaining balances should those proposals be approved.

Ward	Budget Remaining	Project Proposals	Balance Remaining
Washington Central	£10,839	£3,672	£7,167

Washington East	£ 9,676	£2,711	£6,965
Washington North	£ 8,513	£ 172	£8,341
Washington South	£ 9,199	£1,890	£7,309
Washington West	£ 8,723	£ 172	£8,551
Total	£46,950	£ 8,617	£38,333

3.0 Recommendations

Committee is requested to:

1. Note the financial statement set out in Section 2.1 of this report.
2. Agree the recommendations set out in **Annex 1a** with reference to the SIB applications.
3. Agree the allocation of **£99,900 SIB** to deliver the Washington NEETs Support and Co-ordination Project (Call for Projects) to the **Youth Opportunities Project**, Lead Agent SNCBC.
4. Agree the allocation of **£11,000 SIB** to deliver the **Activities Programme for Young People** (Call for Projects) to the Youth Development Group, Lead Agent SCC.
5. Approve the 15 proposals for support from 2011/12 Community Chest as detailed in **Annex 2**

SIB Funding Applications

Summary Document

SIB Application No.1.

Name of Project	Washington Illuminations Switch On Event
Lead Organisation	City of Sunderland Council

Total cost of Project	Total Match Funding	Total SIB requested
£10,000	£0	£10,000
Project Duration	Start Date	End Date
3 months	October 2011	January 2012

The Project

This project builds on the success of last year's event which was well received and supported by the local community. The launch event and enhanced illuminations will provide a source of pride and interest for residents, visitors, shoppers and traders which will bring the community together. All sections of the community will again be able to benefit from the additional interest generated in Concord by the launch and illuminations and together take pride in the increased attractiveness of the centre. The project seeks to enhance the provisions of Christmas Illuminations in Concord, with a distinctive launch event, including a fireworks display, creating a focus for the start of the Christmas festive period in Washington. The project will compliment and build upon the success of the provision of Christmas Illuminations in Sunderland City Centre As indicated above it is considered that the project will benefit all sections of the community and thereby contribute to the priorities of the Washington LAP and increase the attractiveness of the centre resulting in increased numbers of visitors and shoppers with the potential economic benefit to both long standing and seasonal traders in the shopping centre over the Christmas period. The increased illumination within the streets will also have the benefit of greater light levels, the attraction of people outside normal trading hours with the potential benefit of a reduction in anti-social behaviour.

Need for the Project

This project builds on the success of last year's event which was well received and supported by the local community. Members have identified the need to build on that positive momentum and the sense of pride and community cohesion which has been identified.

Outputs of the Project

Output Code	Description	Number
A6	Number of community events held	1

Key Milestones for the Project

Identify celebrity to launch event	October 2011
Installation of lights	November 2011
Switch on event and Celebration	November 2011
Project End – remove lights etc.	January 2012

Recommendation: Approve. This project meets the Area Committee's equality, inclusion and engagement priority as detailed in the 2011/12 workplan.

Washington Area Committee Call for Projects

Applications for Support and Co-ordination for NEETs Projects

The Project Outcomes expected from proposals for this Call for Projects are:

- Promoting available opportunities and providing targeted support for NEET young people.
- Boosting engagement and reducing NEET figures in Washington through improved partnership working and collaboration.
- Evidence of an approach which will develop employment opportunities across a wide range of occupational areas, with a particular focus on skills development and learning opportunities for NEET young people aged 16-18.
- Identifying mechanisms to work in partnership with local employers to encourage positive relationships and to developing support for local employers to encourage training and employment opportunities.
- Identifying clear progression routes for young people.
- Complementing and adding value to the current initiatives being delivered in the Washington area.
- Include details about the types and levels of support that will be provided in order to achieve the outcomes above.
- The project should be no longer than two years from the time it is approved.
- All beneficiaries of the project will reside across the Washington area.

Application No.1

Name of Project	Youth Opportunities
Lead Organisation	Sunderland North Community Business

Total cost of Project	Total Match Funding	Total SIB requested
£290,400	£190,500	£99,900
Project Duration	Start Date	End Date
2 years	October 2011	September 2013

The Project

This proposal will enable the introduction of a service for NEET young people resident in Washington, enabling individual progression through structured participation in the service with the aim of enabling young residents to gain skills and experience relevant to the world of work and enable engagement of those NEET Young People who are hardest to reach and most distant from the labour market. The model represents a partnership approach between SNCBC, Sunderland City Council's work Based Learning providers, Riverside Training and ITEC and the Business and Innovation Centre (BIC) and enables the purchase of specialist provision to support client progression and address barriers with such as drug and alcohol issues, basic literacy and numeracy skills, those who are lone parents and young people who have caring responsibilities. The model is based on the foundations of successful employer engagement and involvement of the private sector to create and /or enable access for young people to its emerging vacancies.

The Project will be delivered from bases within the Washington geographical area, specifically at Washington Millennium Centre and The Galleries Shopping Centre. SNCBC currently rent/lease areas at both sites which offer space for individual support and guidance coupled with group training and ICT areas. Riverside training will enable access to its fully equipped training bases in alternative locations of the City and will provide transport and/or the cost of travel to enable young people to access these sites. As available and appropriate the training will be delivered from facilities within the Washington area. We will

develop outreach work within young people's local access points which will include secondary schools and local youth venues.

The proposal aims to repeatedly engage 100 NEET Young People resident in the Washington area over the two year operational period of the Project and will enable **40** NEET young people to gain employment, 20 with additional work based training and qualifications to be provided through sustainable Apprenticeship opportunities. It will raise the awareness of 80 employers to the service and will actively engage 40 in providing opportunities for NEET Young people engaged with the Project. The proposal has secured match funding of £18,000 through SNCBC contracts with Coalfields Regeneration Trust and Sunderland City Council Job Linkage and Family Employment Initiative and will 'ring fence' access to £170,000 of training and learning opportunities provided by ITEC and Riverside Training funded through the Skills Funding Agency Foundation learning and Apprenticeship routes. It aims to reduce the number of NEETs in the Washington area by providing an effective wider and incentivised support package and engagement into vocational and employability skills training, meeting local employer needs, that will significantly improve prospects of progression into employment and sustain the NEETs reduction.

Clients will be engaged into the Youth Opportunities service through a combination of local advertising, linking with the Job linkage service, through working with final year school pupils in secondary education to ensure those who leave school without a destination or fail to secure a desired further education place do not disengage and rather are recruited by our service. The project will work closely with the Connexions service, Youth Development Group to whom they provide commissioned services and with local youth providers and the Sunderland Voluntary Sector Youth Forum, of which SNCBC is a member.

The delivery of the service will be co-ordinated by a Young Persons Key Worker (YPKW) who will build a trust and confidence relationship with each young person and will be a constant conduit through their journey with the service, whichever route of opportunities they follow. Each young person will have the opportunity to meet with the service through an individual or group interaction. As engagement is key to the success of this Project maximising avenues and methods of access are important. The project will utilise a diagnostic tool to ascertain each individual's aspirations and perceived abilities in relation to a range of key criteria and then will engage the young person in a range of activities to assess if these perceived abilities are correct and in turn under or overvalued by the young person. The information shared through the diagnostic process coupled with the activity results then enables the YPKW to develop and agree a personalised action and progression plan with each individual and to set timelines in relation to the achievement of goals.

The organisation's partnership experience of delivering work based learning and the Job Linkage employability service has shown that young residents access services from different entry points. The service is designed to be accessible by young residents who have identified that they wish to learn and/or secure employment but have not had the chance to pursue these opportunities. Equally the model recognises that some young people are 'disengaged' and do not aspire to consider training or employment and as such present with a range of barriers that require a longer journey to enable effective engagement and recognise progression against a set of soft outcomes. Some young people have experienced a training or employment opportunity which they have failed to sustain and this can act as a barrier to effective re-engagement. These factors will also be important in mapping the length of the client journey with the service.

The Youth Opportunities service will provide NEET Young People with ongoing information, advice and guidance throughout their journey with the service and access to a 'menu' of opportunities which broadly include:

- Foundation Level Work Based Learning Opportunities

- Vocational, Functional and Employability skills qualifications

- Non accredited learning opportunities

- Employed Status Apprenticeships**

- Volunteering and Work placements

- Enterprise / business support**

- Access to daily vacancies and ring fenced employment opportunities sourced through a dedicated employer engagement function

Mock interview opportunities with local employers
In work support to maximise sustainability of employment

All training and qualifications (Foundation and Apprenticeship) will be delivered utilising funds available through the Skills Funding Agency and Young Peoples Learning Agency. This proposal requests support to provide an additional training allowance of £20 per week to young people for an average 26 week learning programme. This will be added to the £7.50 Bursary already available. In addition all travel expenses will be paid by Riverside Training. An incentive is to be provided to employers to provide an Apprenticeship opportunity. The service is underpinned by private sector engagement which will be provided by SNCBC as an addition to the work of its dedicated Employer Engagement Team.

Each young person will undertake an initial formal skills assessment, delivered by appropriately qualified and experienced staff. The assessment outcome will be utilised to inform relevant learning goals which will be set at an appropriate level such as Foundation level 1 or level 2 and level 3. Where an individual selects to follow a learning path then they will be able to follow the Apprenticeship route at level 2 or 3 and may be required to undertake some prior learning before this option can be accessed.

All clients accessing the service will be supported with functional skills (Numeracy, Literacy, ICT) as appropriate and will be provided with regular information, advice and guidance regarding vocational and emerging recruitment markets and regularly advertised vacancies. Learning programmes will be provided by suitably qualified and experienced staff from Riverside Training and ITEC and will be available across a range of vocational subject areas including Retail, Customer Service, Business Administration, Information and Communication Technology and Construction including Joinery, Brickwork, Painting and Decorating). The majority of training will be delivered from bases within the Washington area, such as the Millennium Centre and Galleries Job Linkage outlet and potentially local youth bases. It will however be necessary to provide construction training from the main Riverside/ITEC bases and transport will be provided for young people to these venues.

S.N.C.B.C will enter into a written Employer Agreement with each provider of an Apprenticeship opportunity to identify that the wage subsidy provided is for a fixed-term and that the employment opportunity is intended to sustain beyond the life of the funded opportunity period so enhancing its sustainability and longevity. The project will work with local employers to identify emerging vacancies suitable for entry by NEET Young People, as an addition to the Apprenticeship opportunities, and will work with local employers to secure 'mock' interviews for Young People. Each employer will agree to participate in meetings with the Young Person Key Worker to review client progression and identify and issues that are or could potentially impact on the sustainability of the opportunity and in turn work with and between the employer and the young person to address these barriers and potential issues

S.N.C.B.C. has worked with employers across the City of Sunderland to enable the provision of Volunteering and Work placements. 'Taster' opportunities provide clients with an insight into the world of work both by experiencing the requirements and responsibilities of individual job roles and also proving an understanding of timekeeping, travel requirements and communication skills. Placements with charities such as animal crackers, STEFS Farm and the PDSA have also been secured and clients have reported that working in these Organisations has provided them with a real sense of self worth and promoted drive and enthusiasm. The proposal is to extend these opportunities into the Youth Opportunities service and work with the third and charitable sector in Washington to identify further volunteering placements.

Initiating a new enterprise/business is always a risk however experience shows that young people often hold the skills to address the needs emerging from such as the ICT market. The organisation has partnered with the North-East Business and Innovation Centre who will provide support to the Youth Opportunities service on a call off basis, working with groups and individuals to raise awareness of enterprise and exploring ideas, through to developing business plans and delivering business training to individuals. A further £3000 has been allocated to offer start up grants to 6 businesses initiated by NEET Young People. Grants will only be awarded on submission of a business plan, following continued working with a nominated business advisor and where the business has at least one guaranteed contract and can show a viable cashflow.

It is important to provide for costs that enhance the beneficiaries employability. This may include travel to interview, placement and training costs, costs to gain certificates to accredit learning, cost of CRB clearances (dependent on the vocational area), suitable clothing to enable a young person to start work such as a smart shirt and trousers.

Funding has been aligned to undertake engagement activities with NEET Young People, a number who may have no aspiration to take up skills and training opportunities or seek employment. We will therefore strive to engage these young people through activities which encompass their hobbies and interests and may include such as music making, ICT, Learn to Drive Theory programmes, team building opportunities at an out of bounds centre.

Partnership and collaboration

The organisation has developed the project in liaison with delivery partners ITC and Riverside Training and North-East Business and Innovation Centre, Through work in the Washington area the project is aware that although there are several training providers offering mainstream funded apprenticeship and foundation level learning programmes across the City of Sunderland there is a lack of locally based provision in Washington. The low levels of engagement of 16 – 18 year olds and % levels of NEET Young people in the area reflects this. The project has been designed to address this need. SNCBC, ITEC and Riverside work closely with a range of partners across the 14 – 19 partnership and Sunderland City provider Network. We will continue to work collaboratively within a wider network to ensure that learner and employer demand that cannot be met by this project can be signposted to other appropriate provision.

S.N.C.B.C. is submitting this proposal in partnership with Sunderland City Councils work based learning providers ITEC and Riverside Training Centres and supported by North-East Business and Innovation Centre. We propose to engage with further specialist delivery partners to respond to needs identified by the YPKW to enable progression of each individual NEET Young Person. Previous examples of this have included work with the FISCUS Project, NECA, Sunderland Council Homelessness team, Connexions, Mental Health Matters, specialist training providers such as youth providers offering ASDAN and Duke of Edinburgh accreditation schemes.

Outputs of the Project

Output Code	Description	Number
P1	People into employment	40
P2	NEET into EET	40
P3	People volunteering	9
P4	Business Supported	8
P6	Job Training	70
P7	Accessing advice & support	100

Key Milestones for the Project

Document implementation plan	October 2011
Document information security and business continuity plan	October 2011
Identify key staff	October/November 2011
Set up finance and Hanlon/database codes dedicated to FI Project	October 11
Develop marketing materials and document client offer	Oct to Dec 11 and ongoing review
Commence and enable ongoing recruitment of NEET Young people	October 11
Commence delivery of WBL service elements	Oct/Nov 11
Commence delivery of Information, Advice and Guidance Service	October 11
Document agreed project lifetime meeting schedules	October, January, April July, quarterly ongoing
Undertake clients satisfaction testing	Recurring every six months
Commence delivery of MA opportunities	05/01/12

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Young Persons Key Worker	£46,667	£11,667	£35,000
Learner Qualifications	£170,000	£170,000	
NEET Young Peoples Attendance Incentive	£15,600		£15,600
Employers Employment Incentive	£32,600		£32,600
Enterprise Counselling and 6 start up grant @ £500	£5,000		£5,000
Beneficiary and Activity Fund	£7,300	£3,000	£4,300
Employer Engagement, volunteering and work placement officer	£7,533	£2,533	£5,000
Room Rental, Utilities and Office Costs	£3,200	£800	£2,400
Management Information and Management Costs	£2500	£2,500	£0.00
Total	£290,400	£190,500	£99,900

Match funding: Skills Funding Agency £170,000
 Coalfields Regeneration Trust £18,000
 SNCBC £2,500

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored **66 out of 80**

This application:

1. Evidences a good track record of successful delivery and experience
2. Evidences it meets at least one of the key priorities of the Washington Local Area Plan
3. This proposal meets all project outcomes as detailed in the published Project Brief:-
 - Targeted support and engagement of NEETS – this proposal strongly meets both these outcomes. It will repeatedly engage 100 NEET young people over 2 years, it supports client progression and addresses barriers such as drug and alcohol issues, basic literacy and numeracy skills, those who are lone parents and young people who have caring responsibilities, through engagement and agreed personalised action & progression plans. It will engage the young people who want to learn or progress into employment through an incentivised support package dependent on the sector chosen, it provides vocational and employability skills training and takes young people through Foundation and Apprenticeship qualifications.
 - The project will also target the traditionally 'hard to reach' young people
 - The learning and training programmes describe a wide range of subjects and disciplines which will help young people to develop life skills as well as employability skills.
 - The project will be based at venues in Washington and where travel is required to training providers, that transport will be provided.
 - This proposal guarantees from the 100 young people engaged, 20 will be guaranteed employment status, and a further 20 will secure employment of at least 12 months through the organisation's current schemes, opportunities and initiatives. 30 young people will also receive work based learning.
 - All young people entering an apprenticeship or employment status will receive a salary (current rates £90/week). In addition, whilst in work based learning young people will also receive an additional £20 a week plus travel costs in addition to the current bursaries available.
 - The project includes an incentive to encourage employers to enter into a written Employer Agreement which will result in the employer's committing to contributing to the salary and to sustainability of job opportunities.

- Clear progression routes and pathways are identified
 - Employment opportunities across a range of sectors & working in partnership with local employers. This proposal meets these outcomes. It evidences a range of sectors re opportunities for young people (retail, customer services, business administration, ICT, construction). It has a number of extensive partnership arrangements and experience in place with the private sector.
 - The proposal includes volunteering opportunities and work placements and is the only application to provide support and opportunities for young people in enterprise.
 - The proposal complements and adds value to a number of current initiatives being delivered
4. The proposal evidences strong collaboration and partnership working and has established relationships with a number of key employers across the City. Partners include Riverside Training, ITEC, BIC, Youth Development (SCC), Connexions, Sunderland Voluntary Sector Youth Forum and Job Linkage. Employers engaged include 2touch, Barclays Bank, SCC, City Hospitals, YDG Young Riggers, Nissan, PDSA, and Sunderland based supermarket chain.

RECOMMENDATION TO APPROVE

Application No.2

Name of Project	Washington HUB
Lead Organisation	Springboard Sunderland Trust

Total cost of Project	Total Match Funding	Total SIB requested
£260,000	£160,000	£100,000
Project Duration	Start Date	End Date
19 months	October 2011	April 2013

The Project

This Project will target young people who have insufficient skills, qualifications and experience, to access an apprenticeship or sustainable employment, it seeks to prevent the recurring problem of clients returning to the Not in Employment, Education or Training cohort after they have undertaken other training, primarily because of a lack of qualifications and experience proposes the development of new apprenticeship opportunities for high risk youngsters. The project will engage suitable employers to provide opportunities and will raise demand for Apprenticeships by 30 apprenticeship places. Some of the outcomes will be to reduce the number of Not in Employment, Education or Training in the Washington by 30 people and to remove barriers to participation for young people in the Not in Employment, Education or Training group.

The project targets **30** clients over an 18 month period aged 16-18 with a Washington post code who have insufficient skills, qualifications and experience, even perhaps after a college course or following other provision, to access a job placement, apprenticeship or sustainable employment. It will do so by facilitating access to a Supported Apprenticeship by providing additional client support, assisting them to overcome barriers to the effective participation in, and successful completion of, these apprenticeship opportunities. This client group would not normally meet the entry requirements of mainstream Apprenticeships, the risk to employers associated with offering them an apprenticeship will be mitigated by the additional, intensive client support to be provided as well as a contribution of up to £78 per week towards the Apprentice wage for up to 35 weeks. The Project will seek to develop new Apprenticeship opportunities with supportive employers.

Connexions will play a role in identifying potentially eligible clients and making referrals to the project through both mainstream and ESP2 project work. Training providers, Jobcentre Plus, community centres, schools, Sunderland Voluntary Sector Youth Forum, Sunderland City Council (Service for Young People; Housing; Social Services; Education departments), voluntary and community organisations, City of Sunderland College; and community-based projects will also make referrals to the project. Referrals to the project will be assessed as to their suitability and their needs and placed with Oxclose and District Young Peoples Project to undertake a 3 day per week (maximum of 12 weeks) programme of preparation to enter

work. During this time the young people will receive an allowance of £30 per week to cover travel and other out of pocket expenses. Each participant will have up to 12 weeks on this programme however it is envisaged that many young people will move into apprenticeships at the 6 week stage. During the preparation programme staff from Springboard will work closely with Oxclose staff and begin to access suitable apprenticeship opportunities for the participants. If Springboard cannot provide delivery of a particular vocational framework another provider from the City of Sunderland Training Provider network will be sought. We will target employers in Washington and we envisage apprenticeship opportunities primarily in Manufacturing, Logistics, Business Administration and Customer Service, reflecting the employer base of the Washington area.

The project will therefore progress clients from unemployment into sustainable employment. By the provision of targeted engagement and intervention leading to improved employability skills and opportunities, this project provides a means to reduce persistent worklessness among a significant hard-to-reach group with which the existing balance and arrangement of services and routes into employment have recently had limited success.

A secondary effect of the project will be that small and medium sized business and social enterprise development will be supported through the provision of financial assistance to engage apprentices a particular benefit in the current economic climate. Apprentices are a cheaper recruitment option for employers, they can be trained to the specific needs of particular business, turnover tends to be lower, training costs are provided; a thriving and growing small and medium sized business sector will further increase youth employment opportunities.

Partnership and collaboration

Springboard and Oxclose & District YPP have consulted jointly and separately with a number of organisations within the city and taken into account young people's views. Staff from Connexions have been very supportive and have shared intelligence with us that helped us shape the project. Other local organisations consulted include The Bridge Project and the Millennium Centre as well as city wide organisations such as Gentoo, City of Sunderland Training Provider Network, 14-19 Partnership, Sunderland Voluntary Sector Youth Forum, City of Sunderland Hospitals and Job Centre Plus. Washington employers consulted include Fairgreave Mouldings and the Sekura Group.

Oxclose and District Young Peoples Project will deliver the 'preparation to work' part of the programme supported by Springboard staff. Potentially 30 employers will also be involved in hosting the apprenticeship opportunities. Connexions will play a pivotal role in referring young people to the Project. Employers who have indicated an 'in principle' commitment to the proposed scheme include Fairgreave Mouldings, Sekura Group, City hospital, Gentoo, Armour Plastics, Miller MOT Centre.

Both the lead and delivery organisations already have an established working relationship through the Foundation Learning Programme and have had this for the last 8 years. Both organizations are very active in working and supporting the young people we are targeting in this application. Both organisations have access to a range of supportive employers based not only in Washington but across the City.

Given Springboards track record in the delivery of similar contracts it is our belief that Oxclose and District Young Peoples Project is the most appropriate organisation to work with us on a project of this nature. Links with partner agencies are well established to support the delivery of proposed work programmes and the organisation has an established staff team that has the experience and the knowledge to ensure that young people across the Washington area can benefit from the enhanced range of opportunities available. The organisation is well rooted within the communities it serves and has the support of local residents, elected members and community organisations.

Outputs of the Project

Output Code	Description	Number
P1	People into employment	30
P2	NEET into EET	30
P4	Business Supported	18

P5	Off Benefits	6
P6	Job Training	30

Key Milestones for the Project

Identification of cohort Individuals contacted for interview as to suitability	03/10/2011
Engage first client	10/10/2011
Completion of first employability programme	18/11/2011
First client placed with Supported Apprenticeship Employer	14/11/2011
First client into employment	05/12/2011
First Apprenticeship completion	09/09/2012

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Clients Travel and Expenses	10,800		10,800
Client Apprenticeship Allowance	201,900	120,000	81,900
Client Premises costs (in kind)	15,000	15,000	0
Springboard Salary and management costs	25,000	25,000	0
Transport and travel - % of staff time	700		700
Course Fees etc - actual costs	1,100		1,100
Office Costs - % staff time	1,250		1,250
Heat Light etc - % staff time	2,250		2,250
Health & Safety - % staff time	700		700
Materials and Equipment - % staff time	1,300		1,300
Total	£260,000	£160,000	£100,000

Match funding:

Skills Funding Agency	£120,000
ODYPP in kind	£ 15,000
Springboard	£ 25,000

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored **62 out of 80**

This application:

1. Evidences a good track record of successful delivery and experience
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets the project outcomes as detailed in the published Project Brief:-
 - Targeted support and engagement of NEETS – this proposal meets both these outcomes. It engages and supports 30 NEET young people over 18 month who have insufficient skills, qualifications and experience to access an apprenticeship or sustainable employment. It seeks to prevent the recurring problem of clients returning to the Not in Employment, Education or Training cohort after they have undertaken other training, primarily because of a lack of qualifications experience.
 - The proposal facilitates the above through access to the Supported Apprenticeships and includes additional support to overcome barriers and to successfully complete the apprenticeship opportunity.
 - The proposal includes a local youth organisation which will provide a preparation programme for a maximum of 12 weeks to ensure suitability and needs are adequately assessed.
 - The preparation programme element of the project will be based in Washington and the proposal will target Washington based employers for apprenticeship opportunities.

- The proposal anticipates at least a 83% success rate (based on previous experience)
 - Employment opportunities across a range of sectors & working in partnership with local employers. This proposal meets these outcomes. It suggests 4 key sectors re opportunities for young people – manufacturing, logistics, business administration and customer services
 - Employers will receive a contribution of up to £78/week towards the apprenticeship salary for 35 weeks of the project (9 months).
 - In addition, whilst with the preparation programme with ODYPP, young people will also receive £30 a week to cover travel and out of pocket expenses.
 - The proposal complements and adds value to a number of current initiatives being delivered
4. The proposal evidences collaboration and partnership working and has established relationships with a number of key employers across the City. Partners include Oxclose and district young People’s Project, Connexions, Training Provider Network, Sunderland Voluntary Sector Youth Forum, SCC. Employers engaged include Farigreave Mouldings, Sekura Group, City Hospitals, Gentoo, Armour Plastics, Miller MOT Centre.

Application No.3

Name of Project	Gentoo Living Supported Apprenticeships
Lead Organisation	Gentoo Living

Total cost of Project	Total Match Funding	Total SIB requested
£173,224	£102,504	£70,720
Project Duration	Start Date	End Date
17 months	December 2011	May 2013

The Project

The project will recruit, train and give intensive support through coaching and mentoring, up to **10** young people from the NEET cohort in the Washington area. The areas covered will be Business Administration, Health & Social Care and Environmental Sustainability.

The Supported Apprentice programme has evolved from a previous programme that Gentoo operated through partnership working with members of the City of Sunderland NEET Strategy Group. The programme was supported through the Working Neighbourhoods Strategy. At that time, Gentoo was represented on the NEET Strategy Group, which is now known as the NEET Improvement Group. Gentoo is still part of that Group and has contributed to the City’s NEET Action Plan. Gentoo intends to work closely with Connexions, the City’s Provider Network, City of Sunderland College and the Voluntary Sector Youth Forum in delivering the programme.

The project will target 16-19 year olds from the five Washington wards who are Not in Employment, Education or Training or at risk of becoming NEET who lack the skills, qualifications, knowledge or experience to sustain a formal apprenticeship. It will be delivered in line with the Regional Employability Framework journey. The project will support the young people with coaching and mentoring whilst undertaking their apprenticeship adding value to the programme.

A number of Gentoo staff are skilled and experienced trained mentors and/or coaches through the National Youth at Risk and the Acumen Possibility Place programmes. Both programmes have achieved a great deal of success and the intense support mitigates the risk of the young people disengaging. Of the ten NEETs recruited to the last Supported Apprentice programme that completed in early 2010, one progressed to University to study an environmental degree after a year with our Green Team, the remaining nine completed their year long apprenticeships and moved into full time traineeships with the Gentoo Living Agency. All completed their NVQ at level 2 and a number are currently working towards Level 3. Four now have substantive posts within the Group that they applied for through a competitive interview process.

The process will be as follows:

1. Referral

Young people will be referred by a number of agencies:

- Connexions will identify eligibility and refer to Gentoo
- Schools
- Social Services
- Voluntary and Community organisations
- Sunderland Voluntary Sector Youth Forum
- City of Sunderland College
- Training Providers delivering Entry to Employment
- JobCentre Plus
- Gentoo's Supported tenancy scheme for young people

Agencies will refer young people who have the potential, with intense support, to complete a supported apprenticeship but who do not meet the entry requirements of progression to a formal apprenticeship.

2. Selection

The young people will undergo a formal interview, no testing will take place at this stage, Gentoo is more interested in an individual's attitude than qualifications. Selection will be based on a strict scoring criteria based on the candidate's responses to a number of standard questions, ensuring a fair and non discriminatory process. Gentoo's policy is to carry out an enhanced CRB check for all employees and to request two references – all job offers and apprenticeships are conditional on satisfactory checks.

3. Action Planning & Employability Skills

Once recruited, each young person will be assessed in terms of their individual needs by Gentoo's Learning & Development Team. This process will also identify any prior skills/learning on which to build and any support needs. This training needs analysis will inform the young person's training plan. The core of each training plan will include guidance on the vocational routes available, work etiquette, team work, communication skills, personal presentation, numeracy, literacy, ICT and confidence building. Any further training needs during this initial period will be met through a mix of appropriate interventions. Depending on the progress of each young person, this initial induction period may last anywhere between six to ten weeks. Progress will be reviewed on a weekly basis.

4. Job Placement

The intention is to make three career routes available to the young people, Business Administration, Health & Social Care and Environmental Sustainability. The Supported Apprentices will be given clear guidance on the requirements of each role both at interview and during their initial induction period. Each will have their own trained mentor, selected for their specialist skills and experience of working with this type of trainee. In addition, each Supported Apprentice will be linked to a trained personal coach in either the Youth at Risk coaching model or the Acumen Trust Possibility Place model which is accredited through OCR. Apprentices will be registered with a training provider offering the appropriate framework specific to the technical training of the job role. In terms of the Environmental Sustainability posts, it may be necessary to engage a training provider from outside the area but we are in negotiations with a number of organisations to identify the most appropriate qualification. Each young person will undergo internal technical training specific to their role, work towards an NVQ in the relevant discipline, whilst receiving intensive mentoring and coaching. In addition, the Gentoo Living's Young Person's Operations Manager will meet with both the Supported Apprentice and their mentor on a regular basis to review and monitor progress against the Training Plan. Additional in house training is available in the following areas:

- Financial Inclusion
- Customer Service
- Minute Taking
- Environmental Awareness and Health & Safety
- Telephone Handling and Equality & Diversity
- Communicating Effectively
- Time Management and Lone Working
- Assertiveness

- **Career Progression Skills – Job Search, CV writing and Interview skills**

There are a number of routes that the Supported Apprentice may take in building up their confidence in terms of achieving their qualification. There will be a number of options available which the Apprentice can follow and these include the Personal and Social Development Qualification from the ASDAN suite at Entry Levels 1, 2 and 3 and Levels 1 and 2 which our staff are qualified to deliver. (We have two dedicated support workers in our Washington office who work with young people to support social reintegration of young people into their community through the ASDAN route). The Supported Apprentices will be encouraged to sign up to Gentoo's Independent Living Skills programme particularly if they are not ready to undertake a level 2 NVQ. This includes modules on finding a home, finance and benefits, self development, managing a home, health & wellbeing, citizenship and cooking.

At the end of the 52 weeks, depending on the progress made against the individual training plan, the Supported Apprentices will move into employed trainee status and join the **Gentoo Living Agency**. As a member of the Agency the trainees may continue to work as part of their original team they were placed with or alternatively move around other parts of the Gentoo Group as workloads demand extra staff. The trainees, once qualified, are able to apply for any vacancies that occur and if successful, move out of the Agency to the permanent establishment. These are employed places and will continue to be so beyond the Supported Apprenticeship, there will be no requirement for further funding to sustain the project.

Partnership and collaboration

The project is based on the Working Neighbourhoods Strategy funded Hub – Supported Apprentice model that completed early in 2010. Gentoo worked in partnership with members of the NEET Strategy Group as it was known at the time to develop the content and the bid. We have further developed the programme by adding a number of alternative qualifications and included the individual coaching element as this was one of the contributing factors to the successful outcomes and retention of the young people.

We will be working with a number of Training Providers in relation to delivering the NVQ elements of the programme, that includes the City of Sunderland College, Milltech and Group Horizon (an organisation that specialise in all elements of renewable technology from solar photo voltaic panels to wind to biomass). We will be looking to the College to deliver on the Health & Social Care NVQ, Milltech on the Business Administration NVQ and Group Horizon on the Renewable Skills course which will enable the young people to learn skills for the green technology sector. (fits with aim 2 of the Economic Master Plan in terms of the low carbon economy ambitions for the City) Gentoo is well placed to deliver on all three routes, Business Administration is core to the Group's support and other services. Gentoo Living delivers a number of the City's Supporting People contract (older and younger persons) and Health & Social Care is identified as a growth area in the Economic Master Plan, plus Gentoo has recently purchased Romag, a manufacturer of solar modules and solar roof tiles which complements the work of Gentoo Green, our award winning environmental division.

Outputs of the Project

Output Code	Description	Number
P2	NEET into EET	10
P6	Job Training	10
P7	Accessing improved advice and support	10
L5	Obtaining qualifications	10

Key Milestones for the Project

Recruitment of the first five Supported Apprentices, placements secured	October/November 2011
5 Supported Apprentices commence work	December 2011
Induction and initial assessment of training needs	December 2011
5 Supported Apprentices commence NVQ level 2 training – ongoing	January 2012
Ongoing training in line with individual training plans	January -November 2012
Second cohort of 5 Supported Apprentices recruited, placements secured	April/May 2012
5 Supported apprentices commence work	June 2012
Induction and initial assessment of training needs	June 2012
5 Supported Apprentices commence NVQ level 2 training – ongoing	July 2012

Ongoing training in line with individual training plans	July 2012 - April 2013
Initial 5 Supported Apprentices transfer to Gentoo Agency	November 2012
2 nd cohort of 5 Supported Apprentices transfer to Gentoo Agency	May 2013

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Weekly salary for 10 Supported Apprentices working 36 hours per week at £2.50 per hour = £90 per week x 52 weeks	£46,800	-	£46,800
20% on costs as a contribution to staff time in relation to management of the programme, coaching and mentoring and evaluation through social return on investment – this is a nominal figure and not fully representative of full cost recovery	£9,360		£9,360
Travelling expenses for young people, based on a notional figure of £28 per week travel by public transport between Washington and Sunderland	£14,560		£14,560
Training, coaching & mentoring - Gentoo	£85,504	£85,504	
Uniform and equipment - Gentoo	£2,000	£2,000	
NVQ costs - Providers	£15,000	£15,000	
Total	£173,224	£102,504	£70,720

Match funding:

Gentoo £87,504

Training Providers £15,000

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 61 out of 80

This application:

1. Evidences a track record of successful delivery and experience
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets some of the project outcomes as detailed in the published Project Brief:-
 - Targeted support and engagement of NEETS – this proposal meets both these outcomes. It targets 10 young people aged 16 – 19 be recruited from Washington. They will be NEETs who lack the skills, qualifications, knowledge or experience to sustain a formal apprenticeship. Each will have their own trained mentor to support them, and following assessment of individual needs, training plans will include life and key skills routes as well as independent living skills, career progression skills, personal and social development qualifications (ASDAN), and where appropriate NVQ Level 2 qualifications. This proposal does not offer evidence of growing capacity within Washington.
 - Young people will be referred to the project from a number of sources – Connexions, City Council, VCS, Training Providers, Gentoo supported Tenancy scheme.
 - It is anticipated referrals will have the potential, with support, to complete a supported apprenticeship. They will undergo a formal interview for selection into the scheme. Once recruited each of the 10 young people will be assessed and an individual training plan put in place. Progress routes will be personalised depending on need.
 - Employment opportunities across a range of sectors & working in partnership with local employers – partially meets the project outcomes. The proposal identifies 3 potential career routes – Business Administration, Health and Social Care, and Environmental Sustainability. It does not reference any other employer as a partner as all job opportunities are expected to be with Gentoo and does not build long term relationships with any other employer.

- **Progression routes – after 52 weeks and salaried as a Supported Apprenticeship at £90/week, if progress has been made re individual training plans, the Apprentices will move into employee trainee status and join Gentoo Living Agency.**
- **Collaborative and partnership – partially meets the project outcomes. Partners identified as being involved include Training Providers only.**

Application No.4

Name of Project	Apprenticeship Investment Project
Lead Organisation	City of Sunderland College

Total cost of Project	Total Match Funding	Total SIB requested
£506,780	£406,780	£100,000
Project Duration	Start Date	End Date
21 months	October 2011	July 2013

The Project

This project will help by directly engaging young people in Washington, who are classified in the NEET category, and progress them into employed Apprenticeships. The outcomes will be both employment and accredited learning outcomes for young people. The latter will be at either Level 2, or Level 3, depending upon the existing ability of the young person, their prior achievements and the nature of the employed role.

The project will directly address the issues identified in the report 'Mapping the Provision in Washington for Young People aged 16-19 Years Old' and will incentivise employers to create Apprenticeship positions for young people in the NEET category, thus providing young people with the opportunities that they have requested, through the study. It will do this by providing Employer Apprenticeship Grants that will help employers to be able to afford to take on an Apprentice at this time of economic hardship. It will contain the following key work packages:

Engage and Recruit Employers: Through the use of publicity, including newspaper coverage, direct mailing, the sharing of information with key employer representative groups (e.g. the Chamber of Commerce & Small Business Forums) and direct employer contact, we will establish 50 Apprenticeship opportunities in the local area. We will lever these new Apprenticeships through the provision of an Apprenticeship Investment Grant to the employer, which will help them to both create and support an Apprenticeship position within their organisation.

Engage and Recruit Young People: We will work with JCP, Connexions, Apprenticeship Vacancy Matching Service & other community partners within Washington to engage the target beneficiary group. We will provide clear and motivational information about the opportunities available and full advisory support will be made available via the College, between the hours of 8.30am – 8.00 pm during term time.

Assess Young People's Needs: Once we have engaged with young people, we will assess their prior achievement, experience and motivation and work with them to create and agree an individualised learning plan. This will include initial assessments for maths and English, as well as prior qualification achievement and any work experience and skills. We will also identify any particular needs of the learner (both learning & social) and will put in place an action plan to address these issues, ensuring equitable access to employment, learning, assessment and achievement. The young person is also provided with a Training Advisor who is on hand throughout their programme, for the purpose of support; the Training Advisor will hold regular one to one sessions with the Apprentice, where needs will be identified as they emerge.

Respond to Needs: For some learners, the Individualised Learning Plan may include some pre-entry training – for example, training on interview skills, relevant basic vocational skills or perhaps motivation. This will be provided through the College's own statutory/project funding and will last approximately 6 weeks. For other learners, there will be no requirement to precede the Apprenticeship with such training and they will progress immediately to the matching stage.

Matching and Apprenticeship Start: Initial assessment and IAG are all part of the interview stage. Once these stages are complete, potential Apprentices are interviewed by the employer and who will make their decision on their preferred candidate. Providing the candidate accepts, the start date is agreed between the Employer and the Apprentice and the College is informed of that. Prior to commencement of

employment, a Health and Safety vetting of the premises is carried out to ensure compliance with current legislation. We also brief the employer with regard to all aspects of safeguarding young people and vulnerable adults. They are provided with a booklet and confirm their understanding via a signature. On the first day of employment, the College's Training Advisor visits the Apprentice to carry out Induction. In our experience, the Apprentice is at their most vulnerable during first 6 weeks of the Apprenticeship and therefore we maintain very close contact during this time.

On-going Delivery and Completion: Training Advisors/Assessors continue to meet with both Apprentice and Employer on an on-going basis, jointly planning and agreeing learning and assessment activities and providing feedback on performance and progress towards qualification and framework achievement.

There will be two key beneficiary groups:

- 1) Young people, aged 16-19 in Washington, who are classified as NEET; the project will have been successful when 50 people from this beneficiary group are in employed Apprenticeship positions, sustain those positions and complete their target learning outcomes, thus achieving their full Apprenticeship programme.
- 2) Employers in Washington and its surrounding area will benefit from new employees who are provided with extensive occupational training. The project will have achieved its aim when at least 25 employers participate and employ at least one young person each, as an Apprentice. Employers will be a mix of small, medium and large private sector employers.

Partnership and Collaboration

There are a number of other organisations in the area that are delivering Apprenticeships, including Springboard, ETEC and SETA. However, no organisation in Sunderland is currently providing Employer Apprenticeship Grants, except for City of Sunderland College who provide them for learners who are 19 years of age or older and who are being employed within SMEs. Further, this ESF/Skills Funding Agency initiative only allows 27 places to be funded, with 40% of these places being in the south of the North East region, leaving very few places for use in Sunderland. The college has access to funding which can support any pre-entry training and will be able to use all of the funds requested, for Apprenticeship Employer Grants, thus maximising the number of young people who are able to progress into employment. The college will work with current providers of personal development training, to ensure effective progression into employment, for the target demographic, including with the Princes Trust Team and their partner organisations in Washington. The College will work with their own Apprenticeship delivery partners to ensure the widest possible coverage of sector areas by seeking employment opportunities in sector areas covered not only by the College but by its strategic partners also. This includes members of the City of Sunderland Learning Providers Network. The college has a very close relationship with Job Centre Plus which will be utilised to ensure that learners' advisers are kept apprised of any pre-entry training, are informed of any particular needs of their clients, who may require support through the Discretionary Fund (e.g. tools, equipment and clothing that may be required for employment).

As such, existing support available will be maximised through Welfare to Work, statutory learning and other funding routes, in order to focus all funding secured through this project on engaging employers. The College has previously piloted Employer Apprenticeship Grants and have found that they significantly improve employer engagement in the employment of young people; further, there is usually no negative impact whatsoever on the retention of new Apprenticeship employees, beyond the grant period.

The College has had discussions with Connexions, ETEC, Job Centre Plus and other training providers who form part of the College's own Apprenticeship Delivery Network. All are supportive of the proposed project and will ensure active participation in it, to ensure full achievement of all outputs.

Dependent upon the target sectors of employment that beneficiaries identify, the college will engage with its own partners and with members of the City of Sunderland Learning Provider Network, in order to ensure the widest possible coverage of occupational areas, with respect to Apprenticeship Frameworks.

Outputs of the Project

Output Code	Description	Number
P2	NEET into EET	50
P4	New businesses established or supported	25

Key Milestones for the Project

Operational (OG) and Steering Group (SG) Established	15/10/11
Learner Recruitment Plan agreed with partners	15/10/11
Employer Recruitment Plan agreed by SG	20/10/11
Employer Recruitment Commences	21/10/11
Learner Recruitment Commences	01/11/11
First learners in employed Apprenticeships	15/11/11
First Grant Payments Commence	5/1/12
Final learners in employed Apprenticeships	01/04/13
Final Grant Payments Commence	15/05/12
First Grant Payment Completed	25/05/13
Evaluation Completed	31/07/13

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Apprenticeship Employer Grant	£100,000	-	£100,000
Average Cost of Delivery for 50 Apprenticeships (SFA)	£200,000	£200,000	
Average Cost for Delivery of 10 Pre-Employment Programmes (SFA/ESF)	£6,780	£6,780	
Total Cost to Employers (direct salary costs only)	£200,000	£200,000	
Total	£506,780	£406,780	£100,000

Match funding:

Skills Funding Agency £206,780

Employers – Direct Salary costs £200,000

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored **58 out of 80**

This application:

1. Evidences a track record of successful delivery and experience
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets some of the project outcomes as detailed in the published Project Brief:-
 - Targeted support and engagement of NEETS – this proposal partially meets each of these outcomes. It targets 50 young people aged 16 – 19 to be recruited from Washington. The college will engage those young people referred to them and provide information about opportunities and support via the College. Once engaged young people will be assessed re previous experience, achievements and motivation. Initial assessments in Maths and English will also be carried out. Individual Action Plans will be produced and the young people will be provided with a Training Advisor for the duration of the programme. The programme also provides the young people with accredited learning qualifications. Project to be delivered outside of Washington at Bede College.
 - Young people will be referred to the project from a number of sources – Job Centre Plus, Connexions, community partners, and Apprenticeship Vacancy Matching Service.
 - Employment opportunities across a range of sectors & working in partnership with local employers – partially meets the project outcomes. The proposal identifies establishing 50 apprenticeship opportunities in the local area over a 22 month period and will provide incentive to the employers through an Apprenticeship Investment Grant to both create and support a position in the organisation. The college has an excellent employer contact network

although no examples of employers or companies are provided in the proposal. It is also a current provider of pre employment programmes.

- **Progression routes – Pre entry requirements referred to and the successful recruitment to the apprenticeship dependent on interview with employer who will determine preferred candidates. No evidence presented re sustainability of jobs once Apprenticeship Investment Grant ends.**
- **Collaborative and partnership – Good networks identified. The college has consulted with Connexions, ETEC, and Job Centre Plus. Organisations identified as involved in delivery include the Sunderland Learning Provider Network.**

Application No.5

Name of Project	Supporting NEETs in Washington
Lead Organisation	Education Business Connections Ltd

Total cost of Project	Total Match Funding	Total SIB requested
£134,000	£34,000	£100,000
Project Duration	Start Date	End Date
2 years	October 2011	September 2013

The Project

The project will help **80** young people who are NEET in Washington to identify their individual skills base, identify routes into training and/or employment and support them on this journey through engaging with a wide range of partners. The resulting outcomes will be NEETs engaging with a range of agencies and employers, individual NEETs having their own action plans to make progress out of NEET, and employers and training providers engaged with the process. This project will be delivered by EBC staff in conjunction with a range of partner organisations. EBC has extensive experience of delivering programmes to young people and adults in the Washington area for more than 10 years.

The key to the proposal is offering added value to existing provision plus speculating on what new offers might be available through the Work Programme and the latest ESF programme to work with families that will start to come on stream from September. The core offer will involve;

- Job Ready clubs for 16/18 year olds – will prioritise support to make the target group more job ready but in an environment where the young people feel most relaxed, such as a community venue. The focus would be on ‘job ready’ skills and confidence building and will call on support from local employers to give the young people a clear, first hand idea of what the need to be competitive in the jobs market. EBC has an established history of involving employers in our work and have over 50 business supporters from across the city who we would call on for their input.
- Job Ready events – would be run at a large venue –such as the Millennium Centre or Nissan – and would involve NEETs in small teams working on a range of problems and challenges set by employers to test their employability skills. EBC has run many similar events for pre-NEET groups since 1998 and they have always proved a success with schools and employers alike. The template to adjust these events to accommodate the needs of NEETs exists and these events would be delivered on a quarterly basis with between 5 and 10 employers attending each event.
- Residential events – to supplement the core activities, the project would offer groups of NEETs (up to 10 at a time) the opportunity to benefits from the experience of a residential experience outside of Sunderland where different challenges can be offered, and building on existing skill sets, particularly around personal confidence, working in a team and functioning in a social setting they are unfamiliar with. This will be delivered in partnership with Herrington Burn YMCA at their excellent Weardale House facility.
- Opportunities for securing nationally accredited qualifications – outlined in detail below.

All activities will be underpinned by the offer of accredited learning. EBC has been an approved centre for the delivery of learning programmes for City & Guilds, Open College Network and NCFE for more than ten years. A prescribed programme of learning would not be on offer, but instead a ‘shopping list’ from which

young people will be assisted in selecting appropriate learning and development routes. Accredited Qualifications identified as appropriate, relevant and achievable by the targeted group include:

- Introduction to skills for Employability
- Career planning and preparation for work
- Award in Personal Progress
- Customer Service and Retail
- Qualifications from the Progression framework available through Open College Network
- Qualifications from the Step up Framework available through Open College Network
- Exploring Enterprise Skills
- Developing Enterprise Skills
- Computing and ICT related qualifications

In conjunction with local agencies, a schedule of events would be produced so that any eligible NEET in Washington will know what is available for them to access either on a daily, weekly or quarterly basis. This schedule would be determined in part by the NEETs – such that evening and weekend sessions would be available by request. Delivery will be by qualified EBC staff and sessional specialists – all sessions will be run by at least two staff in local venues (unless a residential or at an employer premises) and mostly in groups of no more than 10 people. Regular drop in sessions will also be available for people to come along and look at specific issues – the frequency of these sessions will be determined in part by the demand for them from NEETs. This offer is based on an approach that gives the NEET group considerable scope to determine the type, range and scope of the assistance they want to access to exit the NEET category. By linking with community groups, statutory organisations and local employers EBC will maximise the training and development opportunities available to the NEET cohort in Washington through a combination of utilising existing resources such as youth provision, Job Linkage and community based programmes and augment these with NEET specific activities.

Partnership and collaboration

Partners who will be involved in the delivery of the programme are YMCA Herrington Burn, Nissan, Sainsbury's at the Galleries, Sunderland Volunteer Bureau. In terms of this proposal partnership working will operate at different levels. With employers, existing links through programmes already delivered in schools and the community already exist and would be extended to include NEETs. Many of employers have worked supporting challenging learners and those with special needs so the demands of the NEET group will not be a barrier to their participation.

At the community level, EBC has delivered programmes at the Millennium Centre for some years now with a range of groups including young people, people with mental health issues and a men's support group. EBC has also worked with Washington Multi-Purpose Centre on a regular basis for several years and would involve them in supporting any NEETs that presented with certain types of special needs or as a destination for volunteering opportunities. Relationships with the secondary schools in Washington also exist. Job Linkage will be an important point of reference and EBC has worked effectively with them when we were both partners in the Sunderland WNF programme from 2009 – 2011. EBC would not want to duplicate the job matching service in any way – what would be delivered is a series of events where employers in the area can meet and support NEETs.

The project will involve employers, community groups and statutory organisations but what they do, with whom and when cannot yet be determined exactly until engage fully with the NEET group is fully engaged and identify what options from the EBC programmes menu they want to pursue. In general terms the following inputs are planned;

- Employers – venues for large scale events; problem solving exercises; mentoring and support; site visits; work experience placements; apprenticeships
- Community groups – venues for clubs; venues for drop in sessions; role models; work experience; specialist support; specialist training and community based learning (such as FACL).
- Statutory sector – venues for drop in sessions; work experience; mentoring and support (as employers); specialist support.
- Other training providers – access to work programme/ESF opportunities (when contracts and commissions are decided in next few weeks/months); apprenticeships

Outputs of the Project

Output Code	Description	Number
P1	Number people going into employment	15
P2	Number young people aged 16 – 19 NEET encouraged into further education and employment	40
P3	Number people volunteering	40
P6	Number people receiving job training	80
P7	Number people accessing improved advice and support	80
L5	Number obtaining qualifications	40
A6	Number community or educational events held	10

Key Milestones for the Project

Programme launches and marketing and recruitment begins	November 2011
First 'sign ups' confirmed	December 2011
Job Ready clubs kick off	January 2012
Job Ready large scale events held	February 2012
Employer engagement and recruitment	November 2011
Community engagement	November 2011
Programme steering group	October 2011
12 month review	October 2012
First draft exit strategy	May 2013
Exit strategy agreed	September 2013

Financial Information

Item and Description	Total Costs	Match Funding*	SIB Contribution
EBC staffing and sessional staff	77,000	14,000	63,000
EBC overheads and programme running costs	9,000	5,000	4,000
NEETs - participation	12,000	-	12,000
NEETs - travel & transport	5,000	-	5,000
Venues and residentials	17,000	5,000	12,000
Equipment	3,000	-	3,000
Marketing and promotion	1,000	-	1,000
Employers – In kind contribution	10,000	10,000	-
Total	£134,000	£34,000	£100,000

Match funding: Transition Fund £10,000 approved July 2011
 Skills Funding Agency £10,000 decision expected end of 2011
 EBC Resources £4,000

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored **50 out of 80**

This application:

1. Evidences a good track record of delivery and experience with over 10 years working with employers, schools and youth groups.
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets some of the project outcomes as detailed in the published Project Brief:-
 - Targeted support and engagement of NEETS – this proposal meets these outcomes. It provides access to advice, guidance and support for 80 young people aged 16 – 18 from

Washington. The proposal includes volunteering, flexible training and learning programmes, personal development, advice and guidance and some interaction with employers through job ready clubs and events and residential. The project includes incentives for young people of up to £50 to keep them engaged via a ‘membership reward scheme’.

- Proposal does not state how it will target and recruit young people.
- Employment opportunities across a range of sectors & working in partnership with local employers – proposal does not meet these project outcomes. Whilst mentioning an established history of working with employers, it does not evidence employer engagement or provide evidence relating to working with employers re NEETs. The proposal states employers will be invited to talk with young people at clubs and events, but it does not indicate if employers are signed up to the project.
- Progression routes – The proposal does not meet this project outcome. No progression routes to employers or the labour market are identified. There is no evidence of apprenticeships or employment as part of the projects outcomes. The proposal does not identify how the young people will progress. The proposals are activity based rather than work related.
- Collaborative and partnership – Partners identified in delivering the project include YMCA Herrington Burn, Nissan, Sainsbury’s (Galleries), Sunderland Volunteer Bureau. Job Linkage is identified as ‘an important point of reference’.

Application No.6

Name of Project	Washington VCS Partnership
Lead Organisation	Washington MIND

Total cost of Project	Total Match Funding	Total SIB requested
£171,480	£71,480	£100,000
Project Duration	Start Date	End Date
1 year	January 2012	December 2012

The Project

This proposal will provide a holistic, personalised package of support, training and provision to some of the hardest to engage NEET young people, enabling them to progress on to more mainstream provision. This coordinated approach will have the benefit of providing a link between the young person, support agencies, training providers and employers.

The purpose of the Project will be to deliver support to help 30 young people who are disadvantaged, or at risk of disadvantage, helping them participate and succeed in education or training and thereby improve their employability and enable them to fulfil their potential. The project will provide the necessary stepping stones that will allow young people to move on to mainstream learning and work. The project will do this by taking a more personalised approach, pro actively engaging with young people aged 16-18 who reside in Washington and are Not in Employment, Education or Training (NEETs). The interventions offered will address the emotional health and wellbeing, social inclusion and skills and employment needs of young people. This will include confidence and self esteem boosting activities and allow young people to feel a real sense of achievement, possibly for the first time. This is crucial to enabling many of them to make a successful transition to education, employment or training. Alongside the targeted direct work with young people we will be working with potential employers and key partners to ensure a holistic approach. The partnership will have a strong project plan in place but will be prepared to be flexible to meet the needs of young people. Key features of the Project will include:

- The appointment of a Coordinator to oversee the project and ensure effective communication between all involved.
- A partnership forum will be established that helps to design and deliver the project. Developing a partnership across the public, private and voluntary sectors where each organisation will play to their strengths in moving young people into work. Representation of the group will come from:
Members of the project partnership.

Other key partner agencies e.g. Connexions and training providers - reducing the barriers clients face in getting jobs and training.

Local employers – to both identify where the skills gaps are and to establish the support and training they require to offer sustainable training and employment opportunities to the target group.

NEET Improvement Group member

Young people from the target groups who are in education, employment and training.

Young people who are NEET

- Intensive vocational support sessions to enable people to stay on track including an accredited ASDAN programme, Level 1 Intermediate level Apprenticeships and other short courses such as The Experience of Work Course and Financial capability.
- Presentation Skills – an interactive course aimed at increasing the young persons ability to speak in public and present themselves in a positive manner.
- Being More Assertive – offers advice on changing behaviour patterns, building confidence and increasing ability to deal with different and difficult situations.
- Vocational Mentoring and support - offers advice, guidance and support to help young people identify goals and make the right choices.
- Group support through psycho-educational courses e.g coping with depression, anxiety, stress, loss, anger, and assertiveness, promoting self esteem, financial capability to equip young people with life skills
- A training and support programme for volunteer mentors who will provide support to the young people overseen by the coordinator
- Appropriate training and support for employers and education providers e.g. Youth Mental Health First Aid (YMHFA), Emotional resilience, ASSIST
- The development of a tailored approach to apprenticeships and education e.g Taster courses, reduced hours, multi agency placements
- We will invest time and resources, providing 50% of the funding for 20 apprenticeships with a guarantee from the employer to contribute the other 50%. We have a commitment from five voluntary sector organisations now and will engage with local employers to match young peoples aspirations to apprenticeship opportunities, to pre judge the aspirations of the young people could lead to failure when it comes to the long term placement. As local organisations we the key partners are committed to working and developing strong links in Washington and are actively engaging in the Business Breakfast meetings and other activities that will develop from this strand of work which area committee have identified as a priority. (Washington Mind have planned our own Market Place information sharing event for local organisations in October 2011).
- Additional apprenticeships can be funded solely by the employer who will still be able to access practical support.
- Support the development of taster work placements and joint agency placements which will give the young person the opportunity to work in different areas and the employer the chance to share a placement where they are not able to fully accommodate an apprenticeship on their own.
- Develop accurate and up-to-date data collection processes in order to be able to focus more closely on the specific needs of young people who are NEET

Partnership and collaboration

This target group of young people often have complex needs for which a range of services need to work together. The project is committed to engaging as diverse a range of partners as possible in order to be able to map skills coverage and vocational context against the needs of young people who are NEET in the area. The project will build on partnerships with already existing organisations if they are currently engaged in activities that support those in the NEET group. The forum/steering group will explore the views of other partners so a shared understanding for planning and implementation can be created.

The Partnership group have calculated that the added value that can be brought to the project is the direct access to services and other resources that each project has in place. That 'in kind' support includes:

An Information Resource – coordinated access to a range of information resources

Therapies – an assessment from a trained professional funded by Children in Need will identify the appropriate therapeutic intervention

Independent Advocacy – will support individuals to have their needs identified around practical issues such as accommodation, social support, finance and access to further education, training and employment opportunities.

Young People’s Projects - We recognise that support for the young people concerned should begin as early as possible in their school career. Our work in Schools, colleges and youth centres will form a key part of the future strategy and development of the project.

Training – the partner organisations have a wide variety of experience in delivering training to diverse groups

Volunteering opportunities- in addition to supporting the volunteer mentors attached to the project, providing placements for trainee counsellors, therapists, advocates and social work/health and social care students.

Room Hire and related overheads- enabling the partners to deliver training, group work and individual support

Apprenticeships – funding is committed to an additional two 50% apprenticeships and we will also support employers who do not take up the financial incentive to offer apprenticeships.

The delivery partnership will consist of :

Washington Mind - The Project team will be led by a Co-ordinator who will be responsible for coordination and day to day running of the project. The team will include trainers, volunteer mentors therapists, advocates and support workers to offer a holistic whole person approach.

Bridge – will offer an intensive vocational support to young people, which will take the form of an accredited ASDAN programme. The package will include the young people completing two accredited courses: Experience of Work Course and Personal Finance.

VCAS – will deliver bespoke training to the young people both accredited and non-accredited. **Washington Millennium Centre** will offer advice and support and signpost young people from the connect course to the project. The centre have offered to take 2 apprentices if its what the young people ask for, one would be for office administration, the other based in the gym. The centre will give in kind support as a training venue, offering rooms at no charge and should the apprenticeships be taken up have committed to the 6 months funding at £5,000 for both places. The centre is willing to offer work experience and volunteering opportunities should they match the young person’s needs.

Washington VCS Network - Through the Area arrangements the Area VCS Network can play a role in providing volunteering opportunities to support the development of the young people to help them become workplace ready through numerous ways which will include: developing self esteem, social skills, communication skills and offering routine which many of the young people will not have experienced.

As an active member of the Network Washington Mind are ideally placed to nurture these opportunities and the Network has agreed the sector need to come together and work collaboratively.

Outputs of the Project

Output Code	Description	Number
P1	Number people into employment	1
P2	Number young people aged 16 – 19 NEET into employment or education for 6 month or more	30
P3	Number people volunteering	12
P6	Number people receiving job training	30

Key Milestones for the Project

Partnership group in place	1/10/11
Recruit and Induct Coordinator	31/1/12
Establish steering group with key partners	31/1/12
Recruit and support Volunteer mentors	31/3/12
Engage first cohort of NEET young people	1 /4/12
Report findings of the project	31/12/12

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Co-ordinator Post	33,555	-	33,555
Partnership in kind resources	20,000	21,480	-
20 x 6 month apprenticeships	100,000	50,000	50,000
Expenses for training, support and volunteering	16,445	-	16,445
Total	£171,480	£71,480	£100,000

Match funding:

Partners in kind

Comic Relief

Children in Need

Employers 50% contribution £50,000

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 50 out of 80

This application:

1. Evidences a good track record of delivering courses, unsure with regard to apprenticeship schemes
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets some of the project outcomes as detailed in the published Project Brief:-
 - Targeted support and engagement of NEETS – this proposal meets these project outcomes. The proposal presents a personalised approach, focusing on working with the most vulnerable of young people through the provision of help and support re health issues, emotional health and well being, social inclusion, confidence, mentoring, and skills and employment needs. A Co-ordinator will oversee the project. The project will provide qualifications up to Level 1. This is a unique application with regard to access to young people via health related services.
 - Proposal does not state how it will target and recruit young people although Connexions and the local VCS organisations are partners with an assumption of referrals through those routes.
 - Employment opportunities across a range of sectors & working in partnership with local employers – The proposal does not fully meet this project outcome. The proposal does not explain engagement of employers and seems to rely solely on the VCS with little reference to the private sector. 5 voluntary sector organisations have committed to the project and further engagement is now required to establish additional apprenticeship opportunities.
 - Progression routes – Progression routes are not clear. The project proposes 20 apprenticeships for 26 weeks with little evidence on how those apprenticeships will be sustained. There is no detail provided with regard to payments or salary for young people.
 - Collaborative and partnership – The proposed partnership to deliver this project has yet to be developed. Partners to be involved in delivering the project include Washington Mind, Bridge, Washington Millennium Centre, VCAS, and the Washington VCS Network.

Application No.7

Name of Project	Trainee Scheme
Lead Organisation	Sunderland Association Football Club

Total cost of Project	Total Match Funding	Total SIB requested
------------------------------	----------------------------	----------------------------

£95,048	£41,268	£53,780
Project Duration	Start Date	End Date
18 months	October 2011	August 2013

The Project

The programme will develop the workforce of the future through an in-depth scheme for **10** NEET young people that will improve skills, aspirations, attitudes and behaviours and lead to employment. This proposal will reduce NEET young people in Washington, 85% of participants will move into work, and participant will have a range of improved qualifications and skills. The Trainee Scheme will develop NEET young people from Washington into young people both employable and wanting to work, by offering a bespoke work-based learning placement and training programme. The objectives of the scheme are to

1. Develop life, key and employability skills
2. Provide real life 'on the job' learning experience
3. Provide Information Advice and Guidance and support young people with other issues and perceived barriers to work
4. Enable young people to build a portfolio of accreditation and qualifications
5. Promote community involvement

SAFC Foundation has developed and piloted a two year training programme, which provides local young people aged 16-19 with a structured scheme of work to enable them to gain qualifications and real-life work experience, alongside a supporting and nurturing environment designed to develop each individual personally and socially. The two-year long programme (this length of time with us is vital for maximum benefit) has been devised to develop the workforce of the future whilst also developing young people who may be categorised as underachievers. The programme is designed to enhance a young person's key, employability and life skills, allowing them to develop their own learning, individual interests and skills so raising their aspirations and confidence ultimately making them more employable.

The content of the programme is broken down into 8 three month periods of focused learning with a period of assessment at the end of each. To guide and advise trainees through the programme of learning, each trainee is placed with a learning mentor. Each mentor has a wealth of knowledge and specific experience to pass onto the individual, with a rotation of mentors allowing the trainee all round experience. The Coordinator of the scheme ensures the process is followed and meets with trainees to consider Individual Personal Development Plans and qualification achievement. Year 1 concentrates very much on their social and personal achievement including ethics and ethos whilst living everyday with a prominent employer within the City. Each trainee builds a comprehensive portfolio throughout their training programme that is based around the key elements of employability, functional, life and leadership skills. They will also collect nationally recognised accreditations / qualifications over the course of the training programme including vocational and personal and social development qualifications as identified on the QCS catalogue and accredited by edexcel.

This programme will commence in September 2011 and target twelve young people. Young people will be based between the Stadium of Light and Washington Millennium Centre, they will be asked to attend various outreach sites and sessions as part of their training. Young people will receive a small weekly payment to help them with travel and lunch costs. The beauty of the scheme is the ability to enable young people to get jobs at the end of their period with us. Some of these will be with SAFC Foundation.

Partnership and collaboration

The programme has been developed by SAFC Foundation but we have numerous partners who help us. The following organisations will be involved in the delivery of the project:

- Washington Millennium Centre – possible base and advertising
- Washington Mind – possible mental health related sessions
- College – possible key skills training
- Connexions - signposting
- SAFC – incentives
- FA – coaching training, first aid
- Edexcel – accreditation

Local employers – already working with us to deliver training, placements, experience, advice include B&Q, BD Plastics, Gentoo, Harkers Removals, Hays Travel, Heaton Party, Home and Business Solutions, Roadsafe UK, Sharon’s Hairdressing, Southwick Carpets, Sunderland City Council, Sunderland TPCT, Roker Hotel and Total Sport.

Outputs of the Project

Output Code	Description	Number
P2	Young people into employment	10
P6	Receive job training	2
P7	Receive additional careers, financial or social advice and support	12

Key Milestones for the Project

Appoint Staff	September 2011
Recruitment of young people	October 2011
Commence programme	November 2011
10 young people graduate to Year 2	December 2012
10 young people into employment	July 2013

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Trainee Expenses	24,960	-	24,960
Training Costs	3,600	-	3,600
Kit and sundries	3,220	-	3,220
Staffing costs	22,000	-	22,000
Incentives and facilities (In kind)	41,268	41,268	-
Total	£95,048	£41,268	£53,780

Match funding:

SAFC in kind £41,268

This application has been submitted through Area Committee’s Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored **50 out of 80**

This application:

1. Evidences a good track record of working with hard to reach young people
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets some of the project outcomes as detailed in the published Project Brief:-
 - Targeted support and engagement of NEETS – this proposal meets these project outcomes. The scheme anticipates developing life, key and employability skills through a work based learning placement and training programme. Learning mentors will be assigned to each trainee and there will be weekly 1:2:1s. Supporting staff include youth and health workers, coaches and counsellors. Each trainee will build a comprehensive portfolio and collect nationally recognised accreditations and qualifications. The project proposes a wide range of opportunities.
 - Young people will be targeted through Connexions and the 14 – 19 Partnership
 - Employment opportunities across a range of sectors & working in partnership with local employers - The project anticipates 10 young people into apprenticeships and 2 achieving job training. The programme is 2 years and the proposal indicates comprehensive list of work placements with prominent employers. However, no evidence is included to confirm the commitment of employers to this scheme other than some of the placements will be with SAFC.
 - Progression routes – Year 1 is focused on social and personal achievements whilst undertaking work based learning and being placed with a prominent employer. The scheme

offers £20 per week for expenses and travel costs which over 2 years may present retention problems. The proposal does not evidence level of salaries for the young people.

- Collaborative and partnership – Partners to be involved in delivering the project include Washington Millennium Centre, Washington MIND, College, Edexcel, SAFC, Connexions, and local employers. Established relationships with key employers in place.

Application No.8

Name of Project	Support & Co-ordination NEETs in Washington
Lead Organisation	Groundwork North East

Total cost of Project	Total Match Funding	Total SIB requested
£	£	£8,500
Project Duration	Start Date	End Date
1 year	October 2011	September 2012

The Project

This proposal is for short courses to target NEET 16-18 year olds in Washington providing them with enjoyable and interesting environmental activities and training which will provide qualifications and help young people overcome barriers to learning. The project aims to use the environment as a tool. 8 short courses (30hrs each course) will be delivered to small groups of NEET young people in Washington (5 per group). There will also be involvement from the Employment and Skills Team and Green Economy Team to inform and assist clients to re-engage with education, training or employment. The project will engage 40 young people in total. Of those young people it is estimated that 30 will gain a nationally recognised John Muir Award and become engaged in education, training or employment and 20 will gain a CIEH qualification.

These environmentally focused courses aim to deliver a well-structured, interactive and practical programme suitable for the target audience. All participants will undertake a John Muir training course which is nationally recognised and delivered by our experienced and qualified staff. The programme focuses on accessing 'wild' or countryside spaces and helps to engage and motivate young people in varied and stimulating environments. As part of the course CIEH Level 1 Health and Safety or Environmental Awareness qualification will be delivered and Groundwork will provide employment advice, support and information on employment opportunities in the environmental field. Alongside the more formal training will be a range of environmental activities which will include: learning about the importance and relevance of nature and wildlife and an introduction to the countryside, sessions on bushcraft, environmental art activities including photography walks, 'Green and Healthy' exercise activities such as orienteering, cycle rides and led walks and conservation activities such as litter picks, creating habitats, making bird boxes, willow weaving and wildlife surveys. During the programme participants develop confidence, communication, team working and motivational skills through specific workshops. Once the young people are engaged through the training provision all of the participants will then be supported to gain a positive outcome i.e. education, employment or training. Although efforts are made to ensure a young person accesses a positive outcome post programme within a short period of time (within 6 weeks) the support is offered for a 6 month period and therefore integral in supporting a young person once they have entered a positive outcome, ensuring it is a sustainable placement.

As access to employers and the labour market is essential to preparing young people for the working environment they are trying to enter, the project will ensure employer involvement by offering clients the opportunity to do voluntary work and work experience placements with Groundwork North East. As transport remains an issue for young people accessing training provision, Groundwork will provide the necessary transport to ensure young people can access the service.

A team of qualified youth workers will participate in the programme acting as mentors and with team building and motivational sessions and exercises. Within the organisation an employment service can assist with matching employees to potential employment opportunities. A team of employability experts will

work alongside potential employers to identify the relevant skills required from programme attendees. Using skills development techniques they will ensure the young people are suitably prepared for interview and have the required skills to fulfil any roles applied for.

Partnership and Collaboration

Groundwork North East have forged powerful partnerships with a range of support organisations, specialist providers and key strategic bodies throughout Sunderland. We have engaged specialist staff from the wider Groundwork Trust and are confident we can engage their extensive networks to benefit the project. We also have a wide variety of local, regional and national partners who will support the initiative. This project will complement and add value to existing service provision in the area. We expect to work with voluntary and community sector groups on some aspects of delivery, venue hire and transport provision. A range of local businesses will be involved in order to integrate the young people into training and employment. If this funding application is successful, all relevant local organisations will be contacted prior to commencement of the initiative.

Outputs of the Project

Output Code	Description	Number
P2	NEET into EET	30
P3	People volunteering	30
P6	Job Training	40
P7	Accessing advice & support	40
L5	Adults obtaining qualifications	20
L7	Additional youth sessions delivered	40
S3	Programmes and activities to address ASB	8
H2	People engaged in healthy lifestyles	40

Key Milestones for the Project

Preparation for project inc, training materials, enrolment of client group, booking transport and venues	Oct 2011
Delivery of first training programme	Oct 2011
Arrange volunteering and work experience placements	Nov 2011 (and on-going)
Delivery of remaining training programmes	December 2012
Production of evaluation report	January 2012

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Staff time- Senior Project Officer	£7,500		£7,500
Staff time- Youth worker	£672	£672	Nil
Staff time- Employability and Green Business Advisors	1,344	£1,344	Nil
General activities budget	1,000	£1,000	Nil
Qualifications	£700		£700
Client Transport	£150		£150
Staff travel	£150		£150
Total	£11,516	£3,016	£8,500

Match funding: Groundwork £3,016

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 43 out of 80

This application:

1. Evidences a good track record of working with hard to reach clients

2. This proposal meets some of the project outcomes as detailed in the published Project Brief:-

- **Targeted support and engagement of NEETS – this proposal partially meets these project outcomes. It provides a tailored service for small groups of clients and engages NEETs through the environment. Nationally recognised courses will be delivered and as well as CIEH Health and Safety or Environmental Awareness qualifications, support and information re employment opportunities in the environmental field will be provided. Confidence, personal and social development and communication skills will also be delivered. Mentors will be assigned to the project.**
- **The proposal does not detail how young people from Washington will be targeted**
- **Employment opportunities across a range of sectors & working in partnership with local employers – the proposal does not address these outcomes. There is no employer engagement evidenced in the proposal. No access to employers or labour market. No jobs or apprenticeships identified.**
- **Progression routes – the proposal does not address this outcome. Progression route is environmental qualifications only. No reference to engaging and developing relationships with employers. Groundwork does offer an employment service to match employees to opportunities and will help prepare any young people accessing any opportunity.**
- **Collaborative and partnership – The proposal does not identify collaboration although does state it will contact any relevant organisations and partners in the area. It is anticipated voluntary and community sector organisations will be involved in aspects of the project.**

Washington Area Committee Call for Projects Consultation

Applications for Activities for Young People

The Project Outcomes expected from proposals for this Call for Projects are:

- The project will increase the number of children and young people accessing positive activities.
- There will be some targeting of 8 – 12 year olds whilst still addressing youth disorder and anti social behaviour across all age groups and delivering a programme of proactive preventative work.
- It will complement and add value to existing children and young people provision, for example, Sunderland City Council’s commissioned youth contracts, XL mobile bus provision, local ‘youth’ sports clubs and uniformed youth groups.
- The Area Committee is keen to support a partnership approach which evidences collaborative working.
- The project submission should include details on how the Lead Agent will provide a programme of works that will be provided in order to achieve the outcomes above.
- All beneficiaries of the project will reside across the Washington area.

Application No.1

Name of Project	Activities for Young people
Lead Organisation	SCC Youth Development Group

Total cost of Project	Total Match Funding	Total SIB requested
£22,000	£11,000 (CS)	£11,000
Project Duration	Start Date	End Date
6 months	September 2011	March 2012

The Project

The project will deliver a range of holiday activities, targeted youth provision in areas of high ASB, and term time activity for 8-12 year olds. It is a 6 month project targeting 250 children and young people in total. There will be more young people engaged during school holidays, reduced levels of ASB measured using police area command data, and positive activities for the younger age group.

This project will proactively engage young people from as young as 8 years up to 19 years. It will deliver diversionary activity at youth disorder hotspots and will increase the number of children and young people accessing positive activity. This project clearly meets 2 of the Area Committee’s key priorities in the 2011/12 Workplan. The aim of the project is to provide a range of choices to young people to give them positive direction and engage them in meaningful activity. It will increase the duration of the current holiday provision which is currently delivering successful outcomes. Further programmes of holiday activity will be developed to ensure that young people aged 13-19 have positive activities and general youth provision during school holidays in October and December 2011 and February 2012. The programme will be based on the results of the evaluation of summer holiday activity and delivered across all five wards with the activities delivered tailored to the specific need of the young people and area identified. A programme of term time activity will be developed in conjunction with existing providers in each ward. The activity will be available to and targeted at 8-12 year olds to compliment the commissioned youth activity currently being delivered to 13-19 year olds. The programme will be delivered in all five wards and will provide at least one 2.5 hour session per week in each ward.

Children across the Washington wards, aged from 8 - 19 years old will benefit. There will be a wider benefit to the local community from children and young people being engaged in positive activities. The success

will be measured by the number of young people engaging with projects and the number of sessions provided, and those receiving positive outcomes. The project incorporates many community engagement opportunities within it when young people can contribute something back to their communities

Partnership and Colaboration

Oxclose and District Young People's Project and a range of existing service providers have been consulted and will continue to be involved during evaluation and improvement of the project. Also currently working with City Services and sections in Children's services to identify potential delivery partners to provide services to the 8 to 12yr old cohort.

Outputs of the Project

Output Code	Description	Number
L4	Number of additional children and young people participating in activities during school holidays	250
L9	Number of new youth play services provided	120

Key Milestones for the Project

13 to 19yrs Holiday programmes planned	September 2011
8 to 12yrs term time programme planned	October 2011
13 to 19yrs Holiday programmes Delivery started	October 2011
8 to 12yrs term time programme Delivery started	September 2011
Programmes evaluated	April 2012

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Holiday activities October 2011 (13 to 19yrs)	£2,500	£1,250	£1,250
Holiday Activities December 2011 (13 to 19yrs)	£2,500	£1,250	£1,250
Holiday activities February 2012 (13 to 19yrs)	£2,500	£1,250	£1,250
Term time activities 8yrs to 12yrs (one session per week in each Washington ward) 120 session over 24 weeks	£14,500	£7,250	£7,250
Total	£22,000	£22,000	£22,000

Match funding: Children's Services Budget £11,000.

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 54 out of 80.

This application

1. Evidences extensive experience of working with children and young people
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets all project outcomes as detailed in the published Project Brief:-
 - Increase number of children and young people accessing positive activities: The proposal meets this project outcome. There will be more young people engaged during school holidays, and positive activities for the younger age group. The project will deliver both term time and holiday provision. The project will deliver an extensive programme of activities based on the previous summer holiday programme delivered through Oxclose and District Young People's Project. (Programme, participants and activities information provided).
 - Targeting of 8 – 12 year olds: The proposal meets this project outcome. New provision for 8 – 12 year olds will be delivered. A programme of term time activity will be developed in conjunction with existing providers in each ward and will provide at least one 2.5 hour session per week. It will compliment the commissioned youth activity currently being delivered to 13-19 year olds.

- **Addressing youth disorder and anti social behaviour across all age groups:** The proposal meets this project outcome. Diversionary activities will be targeted at known hotspot areas.
- **Delivering a programme of proactive preventative work - Positive activities and engagement will ensure young people can contribute something back into their communities and the project will provide a range of choices to give the young people positive direction and engage them in meaningful activity.**
- **Complement and add value to existing children and young people provision – the project will further develop the programmes following the evaluation of current provision. All term time activity for 8-12 year olds will be developed in conjunction with existing providers and will compliment the commissioned youth activity currently being delivered.**
- **Collaborative, partnership approach and evidences co-ordinated delivery of programmes and activities. The project indicates the Oxclose & District Young People’s Project will be the key partner for the 13 – 19 year old provision as well as other provision currently being delivered. The project will work with both Children’s Services and City Services re 8 – 12 year old provision.**

RECOMMENDATION TO APPROVE

Application No.2

Name of Project	Band Camp
Lead Organisation	ETEC Development Trust

Total cost of Project	Total Match Funding	Total SIB/CS requested
£25,101	£3,600	£21,501 (£11,000 SIB)
Project Duration	Start Date	End Date
5 month	January 2012	May 2012

The Project

The project is a 5 month project targeting 30 children and young people and it will create an opportunity for young people to engage with each other and the wider community through music. Participants will develop their musical, social, organisational and team working skills as well as their self confidence/esteem. They will also have an audio/visual record of their experience to foster each participant’s sense of achievement and pride and will achieve an Open College Network qualification. The project proposes:

- 2 weekly sessions of 2 hours each will be delivered at Washington Arts Centre (WArts). One session will be for 8-12 year olds and the other for 13-16 year olds. Each session will be free of charge and will accommodate 15 young people working together in groups to form bands/acts that will perform at an end of project concert.
- The concert will be held at Washington Arts. Participant’s friends and family can attend and other interested members of the local community.
- Tuition and supervision will be provided by 3 working musicians all trained in youth work and with valid Enhanced CRB Disclosures.
- A launch event will be held in the early stages of the project in the form of a concert performed by experienced local musicians and bands to inspire the young people to become involved in music.
- Well known local musicians will be invited to visit the project to provide encouragement and support
- Each band/act will be provided with 1 day of recording studio time to make a professional standard recording of their chosen song. Each participant will be given free copies of the resulting CD as a souvenir of their experience.
- The end of project concert will be filmed and copies will be given to each participant free of charge.
- Equipment and instruments will be provided by The Bunker and City of Sunderland Children’s Essentials Service free of charge.
- Each participant will be registered with the Open College Network to work towards an appropriate qualification.

- Local TV, radio and press will be invited to report on the project to provide publicity and lend kudos

Music is a very popular and positive way to engage children and young people. Its popularity is expected to draw children and young people in and will create a diversion for those inclined towards anti social behaviour due to boredom or disenfranchisement. The children and young people attending will benefit from the project by gaining improved musical, team working, organisational skills and confidence/self esteem. This will be demonstrated by their performance in the end of project concert showcasing what they have achieved over the course of the 20 weeks. They will also complete an OCN qualification and be provided with permanent records of their achievements in the form of certification, and audio visual recordings. They will also benefit from their engagement with the local community through their performance projecting a positive image of young people contributing towards community cohesion.

The local community will benefit from the provision of the kind of activities it has requested to engage children and young people and to divert them from anti social behaviour. It will also be invited to celebrate the participant achievements by attending the end of project concert free of charge which will contribute towards the generation of a more positive image of the children and young people in their community.

Partnership and Collaboration

The Bunker will provide staff, equipment and experience of running similar projects in the past. Washington Arts Centre is the proposed venue for the project which also has a wealth of experience in providing music projects. It houses rehearsal rooms, a recording studio and performance area and is located in the Biddick area of Washington. It is well known to the local community and in the wider area. The City of Sunderland Children's Essentials Service toy libraries will provide some instruments for use by the project.

Outputs of the Project

Output Code	Description	Number
L3	Activities for children and young people during holidays	3
L4	Additional children and young people participating in activities	90
L7	Additional youth sessions	6
S3	Programmes and activities to reduce ASB	3

Key Milestones for the Project

COMPLETE RECRUITMENT OF PARTICIPANTS	29/01/2012 (W/C)
HOLD LAUNCH EVENT	29/01/2012 (W/C)
COMPLETE RECORDING OF SOUVENIR CD	06/05/2012 W/C
HOLD END OF PROJECT CONCERT	13/05/2012 W/C

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Tutor costs	7,200		7,200
Room hire	3,600		3,600
Equipment	4,400	3,600	800
Registration (OCN)	840		840
Recording Souvenir CD & end of Project concert Video (+ duplication x 200)	1598		1598
Launch Event & End of Project concert	998		998
Performer and Speaker Expenses	300		300
Marketing	499		499
Project co-ordination Fees	2,400		2,400
ETEC Management Fee	3,266		3,266

Total	£25,101	£3,600	£21,501
--------------	----------------	---------------	----------------

Match funding: The Bunker £3,600

This application has been submitted through Area Committee’s Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 47 out of 80.

This application

- 1. Evidences experience of working with children with a focus on delivering children’s Essential Services such as toy library service, play equipment loan, holiday play activities, and signposting to children’s Centres.**
- 2. Evidences it meets one of the key priorities of the Washington Local Area Plan**
- 3. This proposal meets the project outcomes as detailed in the published Project Brief:-**
 - Increase number of children and young people accessing positive activities: This proposal partially meets this outcome in that it offers only one route/activity, i.e. music. The activities are for 30 children and young people however, the proposal does not recognise or is unaware that similar projects are already delivered in Washington. It is unclear whether this proposal would actually target ‘new’ children or duplicate current provision. The proposal will deliver 2 hourly music sessions twice a week for 20 weeks. Music is seen as a popular and positive route to engage.**
 - Targeting of 8 – 12 year olds: This project meets this outcome. The project targets 30 children and young people aged 8 – 16.**
 - Addressing youth disorder and anti social behaviour across all age groups: no evidence how it will measure addressing youth disorder and ASB**
 - Collaborative, partnership approach and evidences co-ordinated delivery of programmes and activities: Activities will take place in Washington. The Bunker Project, based in Sunderland, is identified as the key partner in this proposal. There is little evidence of working with other providers delivering in the area. The proposal does not demonstrate collaboration or complement or add value to current provision.**

Application No.3

Name of Project	Activities for Young people
Lead Organisation	NE Sport CIC

Total cost of Project	Total Match Funding	Total SIB/CS requested
£25,000	£3,000	£22,000 (£11,000 SIB)
Project Duration	Start Date	End Date
1 year	October 2011	September 2012

The Project

The primary aim of North East Sport is to engage young people through community sports and sports coaching. Projects create a sense of community pride and ownership, building sports clubs that the young people can be fully involved with. This sense of ownership helps build confidence and gives children and young people from disadvantaged backgrounds; a constructive pursuit to steer them away from boredom and inactivity. The organisation aims to create sustainable community sports clubs that in the longer term will be self funding and managed by the local communities which they serve. The clubs will continue to engage children and young people beyond the project period.

This proposal is to deliver no less than 300 hours (over a 12 month period) of positive activities for children in the target age group of 8-12 years old, providing around two thirds of these hours during ‘normal term time’ and the remainder as holiday activities. We have at this stage kept the breakdown flexible – in order that we might consult with and mirror any existing projects and schemes in the area such as the XL mobile bus. As with projects in other areas, the organisation would seek to work in unofficial partnership with

other Youth Providers to maximise coverage both geographical and time wise. Currently engaging some of the Primary schools in the project area to provide satellite locations for (primarily youth club) activities – Usworth Grange School have recently agreed to allow the use of their facilities. The project hopes to shortly get the agreement of at least three other schools in the catchments area. As this project has been raised during the Summer break confirmation on venues and availability to be forthcoming early in September.

The positive activities are based predominantly around popular sports such as Football, Rugby, Gymnastics and other, providing a variety of team activities designed to be inclusive of gender, race and ability. The activities and the longer term aims of the project are to encourage children to respect the contributions and efforts of other participants as much as the sport encourages competition. The project is not limited to just providing positive activity through physical activity, but with a continued focus on health and wellbeing sport will always provide the basis for wider activities.

The project will from the outset, encourage the children to take ownership of different aspects of the activities; from planning on-field tactics and strategies; to learning about the more financial and managerial activities such as fund raising and organising fixtures. In doing so, the project aims to provide a greater degree of financial sustainability as well as providing the Washington area with community Sports Clubs which would be on the whole eventually managed by (and for) children from the area. At an open meeting of volunteers and other community stakeholders recently it was suggested that the 8-12 age group served by this project might especially benefit from a project which works in close partnership with the local schools. The suggestion, which North East Sport CIC has adopted as part of the above future Sports Club's constitution, is that children are allowed to participate in the club's activities only when they provide a signed confirmation from their teacher that homework/behaviour/attendance has been completed to an acceptable standard in that week. This approach has been used in projects across the country to great success and we at North East Sport CIC believe that such cooperation between youth groups and schools, especially at the 'older-Primary, early Secondary' school age can have lasting benefits to a youth's appreciation of duty and responsibility. The organisation is currently providing similar projects in Sunderland East and North areas.

Traditional promotional methods will be employed; flyers, word of mouth and coverage in the local press. We will engage with all of the local primary schools (and catchments area Secondary Schools) to ensure the project is well publicised at school level. The less traditional use of social media is also to be used in moderation. North East Sport CIC has an active web page and links through Facebook and Twitter. We aim to carefully manage limited promotion through the social networks, and relevant information on projects is available through our website.

The most direct and immediate beneficiaries of the project will be the children within the target age range, involved in the delivered activities. With sessions being run from the first quarter of the project, we anticipate an increasing number of young people and children being involved in each subsequent period. At the most basic level, outcomes here will be measured by the numbers of children and young people engaged in organised activities, through each quarter.

North East Sport CIC aims to have a self funding sports club by the end of the one year project. Our expectation is that those young people and community members participating in the running of the sports club (with the ongoing management of North East Sport CIC) will contribute to the ongoing financial upkeep of the club through fund raising initiatives. Thus the project has the potential to repeat outcomes over a much longer period than the initial project requires.

Partnership and Collaboration

In preparing our bids for this project as well as similar for Sunderland East Area, North East Sport CIC has consulted a variety of sources on matters of planning, costs, safeguarding and project viability. Even where no partnership agreements have been necessary or sought; we are keen to highlight the efforts that have been made to consult and seek expert guidance where appropriate. Some of the organisations engaged with North East Sport CIC are:

- **VCAS:** North East Sport CIC has worked closely with VCAS in setting up the structure of the project.

- **Sunderland Children's Centre:** Fully supporting the aims and goals of North East Sport and have commented positively on other specific projects. We have consulted the SCC heavily prior to this submission.
- **Sunderland Volunteer Centre:** The group is supportive of our bid and will be providing volunteer services and assistance through the first 12 months of the project until the Sports Club is able to self-generate resource.
- **Gentoo:** We have consulted Gentoo for some time on a variety of matters. Gentoo are keen to support North East Sport CIC and the project through their community workers.
- **Nike:** We are currently engaged with Nike with a view to becoming a partner organisation for their employee volunteering schemes. This would open up the possibility of applying for matched funding on future projects.
- The other natural partners to this proposed project are other **sports groups and local schools.** The project would involve North East Sport CIC maintaining close working relationships with local primary schools, sports teams (of the same age range) and the wider community – though this will remain on a casual basis, with no cost or working practice implications.

The project will be delivered exclusively by North East Sport but through a series of unofficial partnerships with other providers, we aim to deliver our part of the wider schemes ongoing in Washington area. By continuing to work with those organisations delivering results in the Sunderland areas – our aim is to build a cohesive network of Youth provision well into the future.

Outputs of the Project

Output Code	Description	Number
L1	New Junior clubs	16
L7	Additional youth sessions delivered	301
L8	Additional young people engaged	600

Key Milestones for the Project

Recruitment/confirmation of volunteers	01/10/2011
Confirmation of venues and session times/dates	01/10/2011

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Venue Costs	£9030.00		£9030
Sessional Staff	£12040.00	£3070	£12040
Management Services, Volunteer Centre and NE Sport Volunteers	£4000.00		£930
Total	£25,070	£3070	£22,000

Match Funding: NE Sport CIC Office space and Equipment £3,070

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored **45 out of 80.**

This application

1. Evidences experience and success of delivering sports projects in other areas of the City
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal meets some of the project outcomes as detailed in the published Project Brief:-
 - Increase number of children and young people accessing positive activities: This proposal partially meets this outcome in that it offers one route/activity, i.e. sport but it is unclear whether this proposal would actually target 'new' children or duplicate current

provision. The activities are for 8 – 12 year olds only. The project is proposing sports and sport coaching with the aspiration of these new ‘clubs’ eventually being managed by local community and being self funding. Aware of some of the current provision.

- **Targeting of 8 – 12 year olds:** This project meets this outcome. The project targets 8 – 12s only through 300 hours of sporting activity.
- **Addressing youth disorder and anti social behaviour across all age groups:** no evidence how it will measure addressing youth disorder and ASB although it anticipates confidence building, a sense of pride, and steering children away from boredom and inactivity through a constructive pursuit. There is an attendance reward for good behaviour
- **Collaborative, partnership approach and evidences co-ordinated delivery of programmes and activities:** The collaborative approach still needs to be developed and all organisations mentioned and consulted relate to the organisation not this project – proposal does not state how those organisations will be involved. This proposal does not compliment or add value to existing provision – there is a real risk of duplication. Venues and schools are not yet booked or confirmed.

Application No.4

Name of Project	Washington Youth Project
Lead Organisation	Sunderland Association Football Club

Total cost of Project	Total Match Funding	Total SIB requested
£31,125	£9,125	£22,000 (£11,000 SIB)
Project Duration	Start Date	End Date
21 months	January 2012	September 2013

The Project

The project will engage young people in fun, positive and healthy activities and introduce important issues through the delivery of a programme of workshops. Workshops will focus on issues such as tackling Anti Social Behaviour, anti-bullying, anti-racism, lifeskills, fitness, diet and healthy lifestyles. The project will offer a wide range of sports such as football, judo, volleyball, netball and table tennis. It is intend to use the power that SAFC has in the local communities to engage young people in this project, provide positive role models and provide incentives to regular attendees of the project by way of match tickets. The project will improve young people’s engagement with positive activities, increase the number of young people involved in these activities and embed positive attitudes into the young people involved and give them the correct information to make positive choices around important and relevant issues. The project will also provide progression pathways for young people and signpost them on to additional SAFC Foundation projects or other projects in their communities.

The project will deliver after school clubs/evening sessions at Washington Millennium Centre and schools throughout the remaining four Washington wards. The sessions will use sport as a gateway to engaging the young people and involve them in workshops focusing on a number of important issues. SAFC will use frameworks and workshops from a number of our other successful projects such as Kickz, Mini Kickerz and Pitstop to introduce the young people to important issues such as tackling anti social behaviour, knife crime, fitness, life skills, anti racism, anti bullying, drugs, alcohol, healthy eating, anger management and positive choices.. The sessions will be a mix of sport and workshop in order to make sure there is a balance of activities and the young people enjoy the sessions, therefore ensuring sustained numbers throughout the length of the project.

The young people that the project will work with will be aged 8 – 13. Within this age group, the group will be divided into 8 – 10 year olds and 11 – 13 year olds where necessary in order to ensure that the topics being delivered are relevant and suitable for the young people involved. The project will be promoted throughout Washington schools through a team of coaches and delivery staff. The project will also work closely with the individual schools targeted to identify young people who would benefit from our project.

The project will also work closely with youth service providers to make them aware of the project and signpost the young people they work with. This is especially relevant to Washington Millennium Centre where young people can be identified through activities and provision already running at the site.

Through a partnership working with Sunderland University, young people will be offered the opportunity to have new experiences outside of their community and get involved in projects at the University. This includes use of the sports facilities at CitySpace including the Gym, rock climbing wall and multi-purpose sports hall. Participants will have the opportunity to attend the facilities at the University once/school term per 'venue/club'. SAFC Foundation will provide medals/trophies and match tickets to Premier League games at the Stadium of Light for participants who regularly attend or have achieved significantly during the course. Five match tickets will be available per term per venue in order to encourage participation.

Partnership and Collaboration

SAFC has worked with various agencies, including the Police, to develop workshop programmes to make them as effective as possible. The workshops are also supported by Police attending sessions and we will look to continue that in the proposed project in Washington. Sunderland University will be involved in the project in terms of young people attending the CitySpace facilities and any other opportunities they have available which are suitable and timely. Washington Millennium Centre have supported the projects development through providing use of the venue and agreeing to assist in signposting young people on to available activities.

Outputs of the Project

Output Code	Description	Number
L7	Additional youth sessions	40
L8	Additional young people engaged and participating	800
S3	Programmes/activities to reduce ASB	40

Key Milestones for the Project

Workshop programme/schedule confirmed	01/11/11
All venues confirmed and promoted	01/11/11
Delivery of activities commences	02/01/12
Review and feedback from participants and venues	End of first quarter

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Staffing costs - Football Development Coach	£8,802		£8,802
Staffing costs – Youth Worker	£12,744		£12,744
Staff Kit	£500	£500	-
Training	£200	£200	-
Equipment (footballs, bibs and cones etc)	£250	£250	-
Venue Hire	£750	£750	-
Printing (Leaflets and workbooks)	£600	£146	£454
Trophies and certificates	£600	£600	-
Management and administration of project	£2,554	£2,554	-
YP incentives (match tickets)	£4,125	£4,125	-
Total	£31,125	£9,125	£22,000

Match funding: SAFC £9,125

This application has been submitted through Area Committee’s Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 41 out of 80.

This application

1. Evidences experience and success of delivering similar projects across the City. Good track record of engaging hard to reach young people mainly through sports activity.
2. Evidences it meets one of the key priorities of the Washington Local Area Plan
3. This proposal partially meets some of the project outcomes as detailed in the published Project Brief:-
 - Increase number of children and young people accessing positive activities: Activities delivered mostly at schools and the focus is on sporting activity. The project will deliver after school clubs and evening sessions at the Millennium Centre and in Primary Schools. The project aims to reach a large number of children (800) over 2 years. The main route for engagement is schools.
 - Targeting of 8 – 12 year olds: This project meets this outcome, however its targets are 8-13s only with no provision for other age groups.
 - Addressing youth disorder and anti social behaviour across all age groups: The project aims to address a number of ASB and disorder issues via workshops although unclear how the project will measure addressing ASB and youth disorder.
 - Collaborative, partnership approach and evidences co-ordinated delivery of programmes and activities: Identifies collaborative approach with the University, Youth Service and Police and need strong relationships with primary schools. Does not appear to add value or compliment existing provision. Whilst identifying they will work with youth services, they do not identify how duplication will be avoided. No clarification how Police will be involved in delivery. Have not identified any partners in ‘Partnership working’ section re involved in the delivery.

Application No.5

Name of Project	Keep Kids Active
Lead Organisation	Keep Kids Active Foundation

Total cost of Project	Total Match Funding	Total SIB/CS requested
£22,000		£22,000
Project Duration	Start Date	End Date
12 months	January 2012	December 2012

The Project

This proposal will provide children and young people with the best preparation for adult life, provide support and access for young people .i.e. more youth and play facility programmes, improve the health and wellbeing of children, reduce crime and anti-social behaviour, help with Social Integration, encourage and signpost children and young people to participate in increased levels of physical activity, help tackle obesity and anti-bullying issues. The project will plan and deliver physical activity multi sports and specific sports sessions across the region engaging with children between the ages of 5 and 12. The proposal is to work with a maximum of 45 children per session, this would reflect on the number of coaches required to maximise as much 1to1 involvement as possible. Sessions to be delivered as set out below.

After school clubs – 2 hour session (times would be discussed with each individual partner)

Weekend Clubs – 2 hour session (times would be discussed with each individual partner)

Holiday Clubs – sessions to be 10am until 3pm daily (these would be offered across the 14 week school holiday programme)

All lead coaches who deliver the above programmes will possess minimum level 2 sports qualification, enhanced CRB, safeguarding and first aid. Coaches will be supported by assistant coaches who will also be appropriately accredited.

Working with partners to identify any relevant personnel within the region that could support events on a volunteer basis will be pursued, this would give access to the community to be involved in the programmes.

All children will be encouraged to take part in fun activities throughout each session. The following activities: Football, Kwik Cricket, Dodgeball, Basketball, Volleyball, Benchball, Short tennis, Cheerleading, Circuits, Team events, Badminton, Rounders, Dance and many more will be part of the programmes.

Initially the children can take part in some or all of the activities above, we will then work to develop specific sports programmes with them as they find particular sports they are really interested in. We will coach and develop their skills and the long term plan is to set up particular satellite clubs around the region based on the sports most requested, this will then encourage and engage with the wider community across the targeted areas. All participants will receive a "PASSPORT" booklet on their initial visit, this will be their own documentation of what they have achieved whilst being involved in the programmes. The booklets would give children information regarding leading a Healthier Lifestyle, signposting future events and opportunities to develop themselves further. This will be evidence based and the children can work towards 3 levels.

- Bronze (30 hours attended)
- Silver (50 hours attended)
- Gold (100 hours attended)

Each level achieved would be awarded with a "Certificate of Achievement", award ceremonies would be encouraged to highlight the impact the programmes will achieve, local press and families would be invited and encouraged to attend these presentation events.

Children who attend would be provided with a healthy packed lunch. It is envisaged working with the primary and secondary schools across those regions to ensure the programmes would be sustainable, schools would be made aware of the children worked with and what they have outlined as their goals with regards to participation in physical exercise programmes. Any future funding the Keep Kids Active Foundation accesses would have to ensure we continue to work with all partners across the region to ensure the initial programmes delivered were sustainable.

Outputs of the Project

Output Code	Description	Number
L1	Number new junior clubs	72

Key Milestones for the Project

Completion of 23 targeted events-including impact and evidence data	April 2012
Completion of 24 targeted events-including impact and evidence data	July 2012
Completion of 14 targeted events-including impact and evidence data	October 2012
Completion of 11 targeted events-including impact and evidence data	January 2013

Financial Information

Item and Description	Total Costs	Match Funding	SIB Contribution
Venue hire @ £35 per hour x 180 hours	£ 6300.00		£ 6300.00
Coaches fee Level 2 @ £ 25 per hour x 180 hours	£ 4500.00		£ 4500.00
Administration costs	£ 4000.00		£ 4000.00
Packed lunches	£ 1200.00		£ 1200.00
Passport booklets x 1000	£ 2500.00		£ 2500.00
Marketing – to include certificates, flyers, banners and medals etc.	£ 3500.00		£ 3500.00
Total	£22,000		£22,000

This application has been submitted through Area Committee's Call for Project and using the formal SIB governance protocols and guidance, the application has been assessed and has scored 31 out of 80.

This application

- 1. Evidences experience and success of delivering similar projects across the City. Good track record of engaging hard to reach young people mainly through sports activity.**
- 2. Evidences it meets one of the key priorities of the Washington Local Area Plan**
- 3. This submission fails to answer a number of the questions and sections in the application form**
- 4. This proposal only partially meets some of the project outcomes as detailed in the published Project Brief:-**
 - Increase number of children and young people accessing positive activities: After school, holiday and weekend provision identified. The focus is on sporting activity only. The proposed outputs are unrealistic – 3000 children over 72 sessions. The concept is good but there is little evidence re awareness of what is currently being delivered and who is currently operating in this area. There is no provision for other age groups.**
 - Targeting 8 – 12 year olds. This project meets this outcome, targeting 5 – 12 year olds.**
 - Addressing youth disorder and anti social behaviour across all age groups: this proposal does not evidence how it will measure addressing youth disorder and ASB.**
 - Collaborative, partnership approach and evidences co-ordinated delivery of programmes and activities: This proposal does not evidence a collaborative partnership approach and appears still to be in the development stage. No evidence of how it would add value or compliment current provision. The proposal does not identify any partners involved in either the development or the delivery of the project.**

**COMMUNITY CHEST 2011/2012 WASHINGTON AREA
PROJECTS PROPOSED FOR APPROVAL**

WARD	PROJECT	AMOUNT	ALLOCATION 2011/2012	PREVIOUS APPROVALS	BALANCE REMAINING
Central	Washington Boxing Club: To purchase various equipment for the boxing club including safety mats, bags, head guards, protectors etc	3,000			
	Sunderland Remembrance Parade: Contribution towards catering, transport, band fees and organisational costs re Armed Forces Network	100			
	Sunderland Remembrance Parade: Traffic Management costs SCC	72			
	1st Washington Scouts: To purchase two tents for the cub scouts	500			
	Totals	3,672	12,435	1,596	7,167
East	Sunderland Remembrance Parade: Contribution towards catering, transport, band fees and organisational costs re Armed Forces Network	100			
	Sunderland Remembrance Parade: Traffic Management costs SCC	72			
	NE38 Kids Family Disco Christmas Pantomime (Peter Pan) for children in Barmston aged 0-12 years	539			
	Harraton CA: costs for internal refurbishment	2,000			
	Totals	2,711	16,018	6,342	6,965
North	Sunderland Remembrance Parade: Contribution towards catering, transport, band fees and organisational costs re Armed Forces Network	100			
	Sunderland Remembrance Parade: Traffic Management costs SCC	72			
	Totals	172	11,385	2,872	8,341

South	Sunderland Remembrance Parade: Contribution towards catering, transport, band fees and organisational costs re Armed Forces Network	100			
	Sunderland Remembrance Parade: Traffic Management costs SCC	72			
	Oxclose Church Hall: roof repairs	1,718			
	Totals	1,890	13,997	4,798	7,309
West	Sunderland Remembrance Parade: Contribution towards catering, transport, band fees and organisational costs re Armed Forces Network	100			
	Sunderland Remembrance Parade: Traffic Management costs SCC	72			
	Totals	172	12,985	4,262	8,551
Totals		£8,617	£66,820	£19,870	£38,333