

Sunderland East Area Committee

1st March 2010

Report of the Chief Executive

Sunderland East a Prosperous Area Summary

1. Why has it come to Committee?

1.1 At its meeting in June 2009, the committee agreed its work plan for the 2009/10 municipal year. It was agreed to discuss and consider the Prosperous theme at the final themed meeting in municipal year.

1.2 The City's prosperous vision from the Sunderland Strategy is 'Sunderland will be an enterprising city with a strong and diverse economy providing high quality jobs. The City will play its unique part in the regional economy, where people, through learning and fulfilling their potential, are skilled, motivated and wealth creating and still enjoy a balanced way of life.'

1.3 Committee should therefore consider and discuss what the City's vision means to Sunderland East, and how can we, as an Area, deliver the vision to benefit local residents and businesses who live or who are located within the East.

2. Description of Decision (Recommendations)

2.1 Area Committee is asked to:-

- Note the 12 **actions** identified in Annex 1
- Discuss and agree which of the following **options** will be developed whilst considering the issues outlined in section 4 and Annex 1.
 - Review of Services: to work smarter, streamline services, to be focused and targeted.
 - Call for Project: identify a project to deliver, ring fence an amount of SIB funding to allocate, call for applicants to submit proposals to deliver project and allocate funding to address gap.
 - Escalate issue to LSP or Scrutiny: issue or problem affects more than the East area of the City, therefore there is a need to escalate problem to LSP or Scrutiny.

3. Background

3.1 Local people from Sunderland East tell us that job prospects are identified as the eighth most important thing in making somewhere a place to live (from a range of 20 options). This is slightly higher than the City average.

3.2 We know that across Sunderland East unemployment levels are lowest in Doxford ward (3.7%) and highest in Hendon ward (15.5%). The City average is 6.4%. Millfield (7.1%)

and St Michaels (6.8%) are also higher than the City average, levels for Ryhope (6.1%) are lower.

- 3.3 There are a number of factors that impact on residents' ability to work: More residents are economically inactive (which means they aren't looking to work e.g. residents looking after a home, retired, students etc.) in Hendon (48.3%) and Millfield (45%) than the City average of 39.36%. Contributory factors are the higher rates of permanently sick and disabled residents in both wards, and specific to Millfield the higher number of students residing in the ward.
- 3.4 The percentage of benefit claimants in Sunderland East is 20.3%, which is in line with the City average of 20.02%. All wards are below the City average with the exception of Hendon where 34.7% of the population are claiming benefits. The percentage of incapacity benefit claimants is considerably higher than the City average of 10.9% in Hendon where 18.5% of residents claim.
- 3.5 Sunderland arc and its partners are charged with the task of improving Sunderland's economy, infrastructure and quality of life and the creation of a thriving city centre. The arc has established a 15 year regeneration plan, which includes eight projects, which fall within the East Area of the City, these are: The Vaux site; Farringdon Row; Holmeside; Sunnyside; Sunnyside Gardens; Port of Sunderland; Grove and Sunderland Strategic and Transport corridor.
- 3.6 An Economic Masterplan is currently being developed, which will consider financial inclusion, debt and welfare advice. In addition to this we are, as a city, exploring additional business opportunities through public sector investment and funding priorities over the forthcoming years. A report update is available annex 2.
- 3.7 A strategy is being developed to implement City Centre projects including the Market Square and Sunderland station through 2009/10. Public realm improvements in the City will continue at St Thomas Street, Athenaeum Street, High Street West, West Sunnyside and Norfolk Street.
- 3.8 Following the extensive programme of consultation with members, partners, community stakeholders and the wider community, the agreed priorities for this theme are:
 1. Strengthen and develop IT infrastructure across the City
 2. Provide entrepreneurial start up packages for business
 3. Promote positive role models in businesses who are locally based
 4. tackle EET and NEET hotspots across the East by working in partnership with local businesses
 5. Balance formal educational courses between vocational and academic training i.e. Apprenticeships.

4. Issues to consider

District centres in deprived areas suitable for micro business or start ups are Doxford Park, Doxford ward; Villetta Road, Hendon ward; Hylton Road from Willow Pond to B&Q roundabout; Black Road, Ryhope ward.

Hendon and Millfield wards have the highest % of residents who are unemployed; economically inactive and benefit claimants across the whole East area.

The East area has a thriving VCS sector, many of them facing sustainability issues regarding lack of funding and could face closure. Any support with income from letting space would probably be welcomed with obvious sites being: Ryhope CA, Grangetown CA, Hendon Young People's Project, St Marks Church, St Joseph's Community Centre, Deptford and Millfield CA and East CA.

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

National data from the Department of Children, Families and Schools highlights Sunderland as having one of highest NEET figures in England and a significant challenge has been set for the Sunderland Learning Partnership to achieve a NEET Adjusted target of 9.5% for 2009/10 and 8.8% for 2010/11.

Reducing the number of young people leaving post compulsory education and training and becoming NEET is a Council PSA Indicator (114). Connexions, as part of Children's Services and Local Strategic Partnership has this responsibility.

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

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

Educational establishments need support at sustaining relationships with businesses.

There are not enough apprenticeships that lead to full time permanent employment opportunities.

There is a need to attract higher level occupations into the City, to provide progression routes in employment.

5. Background papers

- Sunderland Strategy
- Local Area Agreement
- Sunderland East Local Area Plans
- Information provided by partners and officers at workshop event August 2009 and one to one meetings

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Annex 1: Sunderland East Attractive and Inclusive Area Summary

Annex 2: Developing an Economic Masterplan for Sunderland

Annex 3: Map – Priority Two and Three: identifies the location of business start ups and economic activity

Annex 4: Map – Priority Two and Three: 25% or more of the population are claiming out of work benefits

Annex 5: Priority Four: breakdown of NEETs across the East

Annex 6: Priority Five: Sunderland Progression Pathways

Annex 1: Sunderland East Attractive and Inclusive Area Summary

Priority One: Strengthen and develop IT infrastructure across the City
Lead: Sunderland City Council, (e-government team)

Current Activity

- The City is one of the world's most IT Intelligent Cities and a Beacon for Digital Inclusion.
- Sunderland has been awarded £10 million worth of Microsoft Training Vouchers which can be accessed by anyone living or working in Sunderland. It is hoped that our Community partners, Community IT Providers, Electronic Village Halls and all of those who have participated in any of our projects in the past will make use of this free training opportunity.
- Sunderland Software City
- E-Community Network, BME Network e-champions, Digital Challenge LAA e-champion and Youth e-champions, Community of Interest Websites, Carers e-champions
- Electronic Village Halls, City library, Doxford, Hendon and Ryhope
- Community Health Information Points (Civic Centre and Ryhope Community Ass.)
- Health, Housing and Adult Services have a sophisticated roadmap of IT needs to support the effective delivery of services to Sunderland residents. This will lead to a stronger and more developed IT infrastructure that is more efficient and easy to use.

The Council's e-government team continue to look to strengthen city wide ICT infrastructure.

Actions

Lead: Sunderland Arc

1. Maximise opportunities afforded by development schemes (e.g. strategic projects in arc's Business Plan) to provide and enhance IT infrastructure.
2. Maximise potential "spin-offs" from Software City phase one in terms of knowledge transfer and demand for business premises.

Priority Two: Provide entrepreneurial start up packages for business (see annex 3+4)
Lead: Sunderland City Council, (Business Investment Team)

Current Activity

- The 'Visible Workspace' project, through Working Neighbourhoods Funding (WNF) is a demand survey being carried out to look at all opportunities to develop workspace across the City. Results will inform further work to match up the supply and demand for premises/workspace at specific locations.
- The WNF programme has launched 'just the job' campaign, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City.
- The WNF programme has brought a significant level of funding to the City: 2008/2009 - £8.590m; 2009/2010 - £10.456m and 2010/2011 - £10.904m
- As part of the Government's Solutions for Business initiative to simplify and streamline services, a Sunderland Business Support Network has been established. The Network meets regularly to discuss and co-ordinate activity. Business support agencies hold weekly meetings to discuss individual cases and ensure they are being offered relevant support.
- Sunderland City Council works with a number of local advice providers and funders to ensure you can access basic advice and information on starting your own business, near to where you live. These local organisations can give advice on starting a business.
- Libra Network <http://www.librasunderland.co.uk/>. Libra is a network of local advice providers that works together to ensure that you receive advice from the provider(s) best placed to help you.
- Business Link in the North East <http://www.businesslink.gov.uk/>. Business Link in the North East provides local businesses with a single point of access to local business support services.
- Enterprising Futures <http://www.enterprisingfutures.org>. Enterprising Futures is a business start-up and enterprise development service. It is operated by a consortium of organisations including Gentoo.
- Sustainable Enterprise Strategies <http://www.ses.coop/>. SES offers 1-2-1 self employment business start up advice and training, social enterprise start-up and development, business planning, advice on insolvency, debt and bankruptcy for businesses and advice on legal company structures. The service is aimed at micro businesses, (small to medium sized enterprises).
- In addition they have recently received funding via Working Neighbourhood Fund (WNF), to design and manage an intensive Enterprise Talent Scout initiative and Business Start up initiative in the East. During 2008-09 SES created 250 Sunderland based business start-ups of which 75% were either classed as unemployed, non Job Seekers Allowance and/or residing within a defined 30% Super Output Area of the City.
- Sunderland arc will continue to support Sunnyside Business Forum and provide appropriate good quality, affordable business premises e.g. thePlace.

The Business Investment Team is dedicated to delivering the Sunderland Strategy's Strategic Priority Prosperous City: "To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come." The primary aim of the Business Investment Service is to ensure improvements in economic prosperity in the City

through encouraging business growth, development and investment. To achieve this aim, the team:

- Develops measures to increase the level of business activity and stimulate sustainable economic interest and investment in the City;
- Provides support and assistance to local and incoming businesses in order to develop employment opportunities and support business growth;
- Provides proactive and reactive support and assistance to secure direct investment and re-investments within the City to create and safeguard local jobs;
- Promotes physical and infrastructure improvements for business growth;
- Works to develop a skilled and motivated workforce to support the long term goals of Sunderland as a competitive location.

Actions

Lead: Sunderland arc

3. Continue to monitor needs and impact of, Sunnyside Business Forum
4. Review opportunities to deliver further business accommodation to support entrepreneurial start ups.
5. Sunderland arc to provide progress reports/further information to Area Committee regarding current and future activities when available.

Lead: Office of the Chief Executive

6. Results from the 'Visible Workspace' project to be provided, once available.

Priority Three: Promote positive role models in businesses who are locally based (see annex 3+ 4)

Lead: Sunderland City Council, (Business Investment Team)

Current Activity

- SES via Back on The Map (BoTM), has designed and implemented an 'Experts Panel' that explores and identifies new ways of working for the public, private and social enterprise sectors of the economy in order to create, improve and develop the performance of businesses with the Hendon and East End. They also run monthly enterprise awareness campaigns within the community.
- A Communications Plan and a dedicated Communications Officer for the East area will enable focused marketing and promotion of the area. Corporate Communications have developed an Area Plan and Ward Newsletter for the East Area.
- Sunderland Enterprise Consortia (SEC) is a unique and long established Wearside based partnership that is focused upon the stimulation and development of enterprise within the City of Sunderland. Each partner brings a specialist route way and reach to the stimulation and growth of the enterprise market within Wearside. The consortia, including SES, BIC, SNCBC, FISCUS, Gentoo and Sunderland City Council, have designed an intensive Enterprise Talent Scout initiative funded through Working Neighbourhoods Funding. The activities of the SEC is backed up by a small and larger grant fund to help new businesses develop and existing businesses grow.
- Talent scouts and business advisers are working throughout Sunderland to target new potential entrepreneurs and support them on the route to setting up in business. SEC promotes self-employment, social enterprise and aims to increase business creation amongst people from the City of Sunderland, including residents from deprived communities and under-represented groups and/or individuals. The objective is to capture the imagination and engage Wearside residents via Talent Scouts and Community Enterprise Coaching, delivering intensive customer facing support whilst supporting and assisting residents to access business start up support. In terms of Business starts, the Enterprise Activity of partners has supported the start up of new enterprises, including an artist, an entertainer, a design consultant and a builder.

Action

Lead: Sunderland arc, with Corporate Communications

7. Sunnyside Business Forum to consider acting as positive role models in the East, and promote their success to encourage entrepreneurial skills, closely connected to priority 2, progression route?

Priority Four: tackle EET and NEET hotspots across the East by working in partnership with local businesses (see Annex 5)

Lead: Sunderland Learning Partnership, Local Strategic Partnership

Current Activity

- The Council's e-government team have established several ICT projects to support EET and NEET hotspots across the areas, these include an e-Mentoring scheme through Digital Challenge programme, ICT at Home (IT equipment for schools age pupils receiving free school meals) and Youth e-Champions which uses young people to engage others within their peer group.
- The Council's Business Improvement and Advice Service Team co-ordinates general welfare rights advice being given by Council and external independent providers, funded by the council in relation to benefits, in-work benefits, housing and debt issues.
- Vulnerable young people who have been receiving care and support from Children's Services need to have a smooth transition into adulthood, so that the care and support they need is seamlessly transferred. To this end, a new Transitions Team has been set up. This includes the recruitment of staff to make up the team, for example Person Centred Planning Facilitators, and a framework for the effective planning of care and support from youth to adulthood. This person centred planning approach will include support to enter employment, training and/or education, depending upon each individual's need.
- ESP (funded until Dec 2010). The Project is a joint venture from organisations from the 14-19 Partnership with Sunderland City Council as Lead Partner. There is a dedicated Project Worker working in the East delivering one to one non accredited support to young people identified 'at risk' of disengaging or who have already disengaged. Accredited courses are delivered by Sunderland City College, E2E Consortium and the Voluntary Sector Youth Forum which ensures a wide range of provision is available across the city. Anticipated outcomes are prepare and inform young people to ensure a smooth transition in to post 16 options and to improve retention in school, college and training. Referrals to the Project can be for a number of factors including level of attainment but is based on individual need and the 'at risk' factor. Young people who are over represented in the NEET cohort and those identified as being at risk of disengagement are the main entry requirements to receiving support from the Project. Around 132 people (17.6%) with an SR2 / SR3 post code have benefited and around 26 (3.4%) with an NDC post code.
- Engaging NEET Project (New Deal for Communities funded until 31/03/2011). The project is funded by New Deal for Communities and aimed at reducing the number of young people aged 13-19 living in the Back on the Map area. A Personal Adviser is employed to work with a caseload of young people and provide bespoke packages of support, training and qualifications in order to help them overcome barriers into learning, training and work opportunities.
- Go 4 IT - The money for Go 4 It is channelled through Sunderland Youth Development to a number of Voluntary Sector Projects. The main beneficiaries in the East are Young Asian Voices, Blue Watch and Box Youth Project. They provide flexible one-to-one support to build skills and self confidence and help young people identify options open to them.

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

Lead	Project activities	No. of people benefiting in the East up to 29.01.10
Sunderland City Council Sunderland Adult Mental Health Rehabilitation and Recovery Partnership, 15-16 John Street, Sunderland, SR1 1ED Tel: 0191 566 1732	Employment Specialists (Mental Health) addressing people long term mental health needs and problematic substance abuse and NEET groups.	Approval date: 12.05.09. 4 beneficiaries
Anastasis Training Limited, 5 Shrewsbury Close, Peterlee, County Durham, SR8 2NZ Tel: 0191 587 2292	Kickstart Aiming to provide entry/re-entry routes to EET for hard to reach young offenders, young parents, care leavers, young people with learning difficulties or who received alternative curriculum support and young people aged 16-25.	Approval date: 12.05.09 4 beneficiaries
Springboard Sunderland Trust, 184 Roker Avenue, Sunderland, SR6 0BS Tel: 0191 5640291	The Hub (Helping U Be) project It targets young people 16-19 in or at risk of being in NEET. This project has been designed to target pockets of deprivation focusing activity in the Super Output Areas in the City.	Approval date: 01.06.09 13 beneficiaries
Fiscus, 609 Hylton Road, Pennywell, Sunderland, SR4 9BY Tel: 0191 5348192	Work it out! Addressing workless people on inactive benefits and disadvantaged people and groups living in deprived areas.	Approval date: 12.05.09 35 beneficiaries
People into Employment, Hudson House, 1 Moor Terrace, Hendon, Sunderland, SR1 2JH Tel: 0191 5146150	PIE The project will recruit and train Carers for employment opportunities and provide support for Carers wishing to remain in employment aged 16 – 65.	Approval date: 13.05.09 7 beneficiaries
i2i Training Ltd, Executive Suite 48, Stadium of Light, Sunderland, SR5 1SU Tel: 0191 5155248	Sunderland Coaching Academy Targets a wide range of disadvantaged groups, including NEET, delivering options for clients to follow.	Approval date: 02.06.09 21 beneficiaries
Sunderland City Council, Riverside Training, Sunderland Enterprise Park, SR5 3XB Tel: 0191 5496511	Skills Bridge The project targets age 19+, low skilled, 'hardest to reach' benefit claimants – addressing low skilled, hardest to reach benefit claimants, delivering work based learning including, ICT, construction, bricklaying, joinery and business administration.	Approval date: 12.05.09 2 beneficiaries
Sunderland City Council, HHAS, Houghton Council Offices, The Broadway, Houghton le Spring, DH4 4UJ Tel: 0191 5205555	Employment support for people with disabilities The project targets people with disabilities aged 18-64 and unemployed on a sickness related benefit, city wide, providing specialist support into education and employment.	Approval date: 02.06.09 6 beneficiaries
SNCBC Winchester House, Baxter Road, Town End Farm, Sunderland, SR5 4LN Tel: 0191 5373231	Sunderland Council's Job Linkage Core Delivery Services. Providing a seamless client experience from beginning to end and will provide continuous one to one support for its clients.	Approval date: tbc 751 beneficiaries
EBC Sunderland Enterprise Park Sunderland, SR5 2TA Tel: 0191 5166411	Essential Steps to Employability Targeting people with no/low skills. Offering 6 different programmes to suit the needs of the individual.	Approval date: 15.06.09 4 beneficiaries
Sunderland City Council, Children Services, 11 John Street, Sunderland, SR1 1HT. Tel: 0191 5663150	Unlocking potential Targeting NEET, care leavers aged 16-18, with 18-21 year olds offered support and advice.	Approval date: 01.06.09 23 beneficiaries

Actions**E-government team (Sunderland City Council)**

8. Link to other central government schemes such as Home access PCs aimed at providing IT equipment, skills and connectivity on a wider scale.

Business Improve and Advice Services (Sunderland City Council)

9. Development of an online advice service, which will include advice and support regarding benefits, debt and employment. The online service will aim to include a significant amount of self help information as well as offering a 24 / 7 service via e-mail and webchat to deal with enquiries and referrals. The service will also be created in such a way as to offer advice and support to the community as a whole.

Priority Five: Balance formal educational courses between vocational and academic training i.e. Apprenticeships.

Lead: Sunderland Learning Partnership, Local Strategic Partnership

Current Activity

- e-government team provides access to IT skills and training through Electronic Village Halls, in a non formal environment, which are located in North East Refugee Service, Lumley Towers and South Durham Court in Hendon; Blue Watch Youth Provision in Ryhope and Sikh Community Association and Holmewood in St Michael's Ward.
- Business Improvement and Advice Services Team, through the Carers Strategy, are assisting Carers and ex-Carers into employment, offering advice and guidance on vocational training and sources of funding. They are currently pilot placing people with learning disabilities into NHS placements. In addition, the team have established a Volunteering Programme in Haul Services which recruits, trains and places volunteers in a variety of roles within the Learning Disability Service and in Sunderland Community Mental Health Partnership.
- The Volunteering programme in HHAS recruits trains and places volunteers in a variety of roles within the Learning Disability Service and the Sunderland Community Mental Health Partnership.
- HHAS clients are using Direct Payments scheme to pay for college courses to enhance changes in the workplace.
- A new Transitions Team has been set up to ensure vulnerable young people who have been receiving care and support from Children's Services have a smooth transition into adulthood and receive the care and support they need.
- Sunderland City Council's Family, Adult and Community Learning Service (FACL) have a range of learning programmes in Ryhope, Hendon, Doxford and City Centre designed to engage hard to reach adults.
- Job Linkage is a nationally accredited Information, Advice and Guidance service, with over 11 years experience of delivering community based employment services. Co-ordinated by Sunderland City Council it aims to 'Link Local People to Local Jobs'. There are 13 Job Linkage outlets across the City, based in community settings. In the East area, there is one based in Hendon.
- Employability skills courses are being developed to be delivered in 2009/10. These courses are aimed at developing individual's skills so that they become sustainable in the local economy in terms of participating in volunteering opportunities or progressing into options that will lead to future employment.

Actions

Lead: Sunderland Arc

10. Track progress of students and in particular how many students continue with vocational training at higher level and/or secure training/employment in related field
11. Explore opportunities for employment training with developers implementing arc strategic regeneration projects.
12. Develop multi-agency strategies to ensure Sunderland workforce is equipped with appropriate skills to support potential growth sectors identified through Economic Masterplan.