

At a meeting of the NORTH SUNDERLAND AREA COMMITTEE held in COMMITTEE ROOM 2 of the CIVIC CENTRE, SUNDERLAND on TUESDAY, 13th APRIL, 2010 at 5.30 p.m.

Present:-

Councillor Bell in the Chair

Councillors Charlton, Francis, Howe, Shattock, Stewart, J. Walton, L. Walton, and N. Wright

Also in Attendance:-

Ms. Lynda Brown	- Head of Standards, Sunderland City Council
Ms. Amanda Cantle	- Centre Manager, Bunny Hill, Sunderland City Council
Ms. Ruth Coyne	- Senior Youth Worker, VCS Representative, Oblivion
Mr. Paul Gray	- Public Health Practitioner Lead, PCT
Mr. Clive Greenwood	- Senior Planner, Sunderland City Council
Mr. Andrew Griffiths	- Head of Neighbourhoods, Gentoo
Ms. Vicky Happer	- Corporate Communications Officer, Sunderland City Council
Mr. Dave Leonard	- Area Co-Ordinator, Sunderland City Council
Insp. Lisa Musgrove	- Northumbria Police
Mr. Ron Odunaiya	- Executive Director City Services, (Area Lead Executive) Sunderland City Council
Ms. Dawn Rugman	- Policy Officer (Diversity), Sunderland City Council
Ms. Joanne Stewart	- Senior Democratic Services Officer, Sunderland City Council
Mr. Graham Wharton	- Community Manager, Salvation Army
Mr. Paul Young	- Centre Operations Manager, Sunderland City Council

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Copeland, Foster, G. Hall, Leadbitter and D. Wilson

Minutes of the Last Meeting of the Committee held on 11th March, 2010

The Chairman advised that he had received correspondence from Councillor D. Wilson submitting his apologies for this meeting due to prior Ward commitments but asking that he reserve the right to comment on these minutes at a future meeting of the Committee, and it was:-

1. RESOLVED that the minutes of the last meeting of the Committee held on 11th March, 2010 (copy circulated) be confirmed and signed as a correct record, and that Councillor D. Wilson reserve the right to comment on them at a future meeting of the Committee.

Declarations of Interest

There were no declarations of interest made.

Questions to Area Committee

Councillor Bell advised the Committee that there had been two questions submitted to the Committee regarding the Southwick Health and Community Forum. As this meeting was to carry out a review of the year he had requested that the relevant Officers, in conjunction with himself, to respond to the questions and forward a copy to all Members of the Committee.

2. RESOLVED that the Area Co-Ordinator request the relevant Officer to respond to the two questions submitted and forward a copy to all Members of the Committee.

Sunderland North Annual Report 2009/10

The Chief Executive submitted the Committee's annual report (copy circulated) providing for Members a focussed summary outlining the achievements delivered and influenced by the Area Committee under each of the thematic headings, as well as details of the meetings and governance of the Committee and a breakdown of how finances had been allocated throughout the year.

(for copy report – see original minutes)

Mr. Dave Leonard, Area Co-ordinator, presented the report, reminding Members that this was the seventh and final meeting of the Committee this municipal year and that this report had been produced to allow the committee to reflect upon the work they had undertaken.

Councillor Charlton advised the Committee that the North Sunderland area had received a sum of money to be used to help diversity and community engagement and Officers having talked to partners and other agencies had

produced a leaflet to go to all homes in the North area, identifying a snapshot of what's on offer with regards to activities and opportunities.

He also informed Members that there was an event was being held by the North Sunderland Community Forum at the Stadium of Light between 2:00pm and 8:00pm on the 14th April, 2010 for residents to drop in and get further information about facilities, events and activities in the North Sunderland area.

Ms. Dawn Rugman, Policy Officer (Diversity), informed the Committee that the work was specifically for the North Sunderland area and had come about from the work of the Sunderland Partnership Community Cohesion Groups who had requested that the money be spent on promoting activities that were already taking place, as a lot of services were being delivered which residents were not aware of. Future works would see events taking place at a ward level to raise more local awareness of the services and activities that were available.

Councillor Wright felt that this was an excellent resource for residents and Councillors to use but commented that Southwick School was still listed as being at Clarence Street and that this building had actually been demolished. Ms. Rugman apologised for the error and explained that the money had been made available at very short notice and that they had had a limited amount of time to spend it so the leaflet had been produced quickly. She would ensure that it was amended for any future copies.

Councillor Howe referred to the improvements that were being made as part of the Seafront Strategy and raised his concerns that he had identified areas for attention which had not been addressed. He specifically referred to railings behind the Lambton Worm Park that required painting and knee-high barriers at the site of Peter Stracey House which needed repairing or replacing.

Mr. Leonard advised that the improvements to the public realm he had referred to in the report were incorporated as part of the Seafront Masterplan and he did not know at that time if the areas Councillor Howe had raised were included as part of that but would find out.

On behalf of the Seafront Steering Group, Councillor Charlton thanked this and the other Area Committees that had awarded funding to the Seafront Project but advised that they were limited in resources as to what works could be carried out. The Steering Group were happy to look at any issues or areas raised but there was a limited budget allocated. He also informed the Committee that Government had recently awarded a further £200,000 towards the Seafront Masterplan but that this had been specifically identified to be spent at the Marine Walk site.

Mr. Odunaiya commented that if the issues had been raised by Councillor Howe with City Services then he should have received a response and he would seek further advice on the issues that he had referred to.

Councillor Wright thanked those Members involved in the Seafront Steering Group and the Officers who supported them in developing the Masterplan and

looked forward to seeing the improvements being made. She commented that she had noticed that the painting of the lamp posts had begun but questioned why they had started at the Dame Dorothy Street site and not directly on the sea front where it would make more of a visual impact. She questioned how far along the seafront the painting would get before the summer and felt it would make more sense to start in a more central area so as not to disrupt visitors to the area in the summer through works being carried out.

Councillor J. Walton asked what attention was being paid to the maintenance aspects of the proposals for the seafront and referred to the fact that he had reported damage to the area behind Morrison's supermarket which nothing had been done about and requested that this be addressed before the summer as it was a popular picnic area for families.

Councillor Francis was delighted to see the issues of dog fouling, littering and fly tipping was being addressed and commented that he had been made aware that the Council were reluctant to prosecute under 16's for dropping litter. He asked that this be reviewed if it was found to be true.

Councillor Stewart commented that there were a number of sites in the North area that were overgrown, untidy and subject to complaints by residents and referred to the old Downhill Club site but advised that as in other cases, the land was not Council owned and therefore the Council were limited as to the powers they had. He asked if the Responsive Local Services (RLS) would change this situation or help in any way.

Mr. Odunaiya advised that processes were helping the Council be in a better position to identify who land owners were and who was responsible for maintenance of land issues. He informed the Committee that the Council can make the decision to clear unkempt land but that there would be costs and legal implications if they were then challenged by the rightful owner.

If there is a particular site which is a blight to the area Officers were now trying to pressure owners into rectifying the matter before the Council would push to take action. He advised he would look further into the issue and report back to Councillor Stewart what could be done and advised the Committee that in situations like this it was important for the Council to make an informed decision as to how to best react.

Councillor Shattock commented that it may have been a good idea to have some photographs of areas which the Committee had been involved in improving through the year and Councillor Bell suggested that the Committee may wish to take a tour of the area in the future. Councillor Charlton commented that it may be more beneficial to wait until some real developments had been carried out in the seafront improvements and then arrange visits.

Councillor Howe commented that areas directly behind the seafront also needed attention, such as the back of Whitburn Road, and felt that the vision for the seafront needed to be extended to include these areas. Councillor Charlton commented that as a fellow member of the steering group he

understood that they had wanted to make sure that they did not stretch their boundaries too far and that they had had to draw the line somewhere. Other issues in surrounding areas could still be reported to City Services for action as necessary.

With regards to the Learning Theme, Councillor Bell advised that he had attended the Top Scorer Event at the Stadium of Light which had been around the achievements that young people had made through the Kickz project. He informed the Committee that these had been primarily young people who were at risk of dropping out of education and training and were now enrolled on modern apprenticeships.

Councillor Stewart referred to the further consultation being undertaken around the development of sites within the North Sunderland area and asked for timescales as to when the findings could be reported back to Members, in particular with regards to the Downhill Sports Complex and the options that were suggested for it. Mr. Leonard agreed to seek advice from the relevant Officers in City Services and report back to Committee Members.

Councillor Wright commented on the actions in relation to the Healthy Theme stating that the health and well being of individuals was vital to all of the themes and she would like to see it have a higher priority, especially with regards to the North Sunderland area as it contains some of the most deprived areas in the city. In future she would like the Area Committee to take more initiatives in trying to raise the importance of healthy lives as an issue in the North area. Mr. Leonard advised that the next item on the agenda would be reporting on how Members could form the 2010/11 work plan for the Committee and agree a principle list of priorities to be considered.

The Chairman having thanked the Officers for their report and Members questions having been answered, it was:-

3. RESOLVED that the Annual Report be received and noted and that the information be used to analyse and reflect on the work that has taken place throughout the past year and help to inform the June meeting as the Committee moves towards a new work plan.

North Area: Towards a New Work Plan

The Chief Executive submitted a report (copy circulated) which would begin the process of identifying work streams for the 2010/2011 year.

(for copy report – see original minutes).

Mr. Leonard, advised that the workstreams identified by the Committee would be finalised into a new work plan for the coming year. He explained that the June meeting of the Committee would run as a workshop to decide on the work plan for the year and allow more focussed priorities to be set with very clear outcomes and objectives identified.

Councillor Wright commented that the first year of the new Area Committee working had been a learning curve for all and some good achievements had been made and actioned by the Committee. There was still room for more improvements but overall the first year had gone well. In this coming year Councillor Wright stated that it would be important to ensure the Committee's funding was used in a way to deal with priority issues for improvement in the North area.

Councillor Bell stated that a number of projects had been funded by the Committee through the themed priorities but that he expected, now that the new way of working had been in place for a year, for more bids to come to the Area Committee for consideration more fluently in the future to allow the Committee to spend their allocation and surplus.

Mr. Odunaiya stated that over the last year two thirds of the monies allocated by the Area Committee to projects had been on a reactive basis. In the future the focus was going to be very much on working strategically to identify how the Committee could influence change and improvements in the area and commission work to groups who could support the developments being made. The collective knowledge of the Members of the Committee would help to identify local issues in their wards or across the North Sunderland area for consideration by the Committee.

Councillor Bell advised the Committee that over the last year they had not had a designated Area Officer but that the section were hoping to appoint to the vacant post as quickly as they could and in the meantime Mr. Leonard would continue to support the Area Committee.

Councillor Charlton referred to the changes that had been undertaken over the past year and felt that the way the Committee worked had changed for the better. The Committee now had more funds available to commit to projects through the SIP and commented that it was now up to Members of the Committee to identify and decide on areas they wished to contribute towards in the future.

Mr. Wharton, Salvation Army, asked what support was available to volunteer organisations to access funding through the Area Committee as he felt there were a lot of areas where the voluntary sector were providing services in communities where there were gaps. Mr. Odunaiya advised that there was a lot of work being undertaken with the community and voluntary sector groups to help to equip them to apply for funding and support them through the process. He advised that it should be around helping kickstart groups and then helping them in accessing better funding and resources to become self sufficient.

Mr. Wharton then referred to tender documents set out by the City Council and advised that some community and voluntary organisations experienced difficulties in submitting them when there were short turnaround times, either because of the strain it puts on resources in smaller groups to get tenders completed, or because, in the circumstances of the Salvation Army, tenders needed to be checked and verified through their own procedures before they could be submitted.

Mr. Odunaiya commented that the Council were committed to having all interested parties invited to submit tenders where an interest had been shown. Without looking in to the matter further he did not know if there had been an issue with a tender in particular having to be submitted and considered quickly but he advised Members he would raise the issue with the procurement team.

The Chairman having thanked Mr. Leonard for his report, it was:-

4. RESOLVED that the Committee agree to:-
- Examine the Local Area Plan priorities and focus the efforts of the Committee on areas where they can make a real difference;
 - The principle of a limited number of priorities (suggest up to six), to include Responsive Local Services, to form the 2010/2011 work plan, which will be agreed at the June work plan meeting; and
 - Examine the governance processes to ensure they can deliver the Committee's programme and priorities.

The Chairman then thanked the Committee, Officers and Partners for their worthwhile contributions throughout the year and closed the meeting having thanked everyone for their attendance.

(Signed) R. BELL,
Chairman.

Sunderland North Area Committee

28th June 2010

Report of the Chief Executive

Sunderland North: Establishing a new work plan 2010-11

1.0 Why has it come to Committee?

1.1 At its meeting in April 2010, the Committee agreed the report: 'Towards a new work plan' for the year 2010/11, which discussed and agreed the principle of six priorities, to include Responsive Local Services, to form the 2010-11 work plan.

1.2 In addition, it was agreed that Committee will receive information that will build a picture of key facts and current services relating to the priorities listed, together with options, see Annex 1, to inform the process of decision making.

1.3 The options outlined in the annex have arisen through the collection of information throughout the year via the 'Thematic Reports', 'Area Action Plan' developments, issues raised through the Leader's Ward visits, feedback from members and partners and recent policy initiatives, with each option being agreed as a viable way forward.

2. Description of Decision (Recommendations)

2.1 Area Committee is recommended to:

- Agree to focus the efforts of the Area Committee on the Local Area Plan priorities where they can make a real difference;
- Agree to a maximum of six priorities, to include Responsive Local Services, to form the 2010/11 work plan. Potential options, as per part 1.3 and contained in Annex 1 are:
 - Antisocial behaviour
 - Increase confidence and trust levels in the community
 - Responsive Local Services project
 - Inclusiveness and community cohesion
 - Environmental and streetscene improvements
 - Enhancing and raising the public profile of the heritage of the North area
 - Ensure that Family, Adult and Community Learning (FACL) provision is delivered in line with local need;
 - Identify and address gaps in youth and play services for all ages
 - Addressing the reasons behind the inequity of life expectancy across wards in the North Area
 - Child Poverty at a local level
 - Consider how a targeted response could be provided to support individuals who may not be aware that the Council could help them maximise their independence, an objective within the Local Area Agreement.
 - Support enterprise and entrepreneurship
- Identify and agree a Lead Agent for each priority action
- Agree to establish a 'Local Task and Finish' group per priority action, where relevant, to include elected Members and partners, to support the Lead Agent in delivering against the priority
- Agree to receive regular updates on progress in implementing all the priorities identified in the Sunderland North Local Area Plan

3. Background

- 3.1** The Committee will recall that the priorities contained within Sunderland North's Local Area Plan (LAP) were the result of an extensive consultation process, culminating in the formal adoption of the Committee's key priorities in July 2009. The Local Area Plan is in place for two years, when it will be subject to a comprehensive review.
- 3.2** The adoption of the Committee's priorities was the result of a comprehensive programme of consultation and involvement, which began in November 2008 with an initial workshop with Councillors. This work shop identified Councillors' initial priorities and was followed by a joint workshop with Councillors and partners to formulate, develop and jointly agree priorities. A third workshop, led by the Leader, was then held with the local voluntary and community organisations. This event, which was attended by over 60 local residents, discussed and agreed the local priorities.
- 3.3** During this period, and running alongside of the process described above, a major public consultation exercise was carried out across the city, involving 65 public meetings, including the five 'YouthInc' road shows, and a series of road shows at major shopping centres. This involved in excess of 2,000 responses and contributions, which informed the development of priorities.
- 3.4** Following this, the priorities were agreed at a meeting of Councillors and officers in May 2009 and ratified as the Committee's work plan at its June meeting.

4. 0 Existing operations

- 4.1** Throughout the previous municipal year, the Committee was presented with 'Thematic Reports' highlighting work being undertaken to address a priority area, and proposals to enhance and add value to existing work for the benefit of the area.
- 4.2** As reported at the last Committee meeting to consider the Annual Report, there have been a number of major achievements. However, it has become increasingly clear that changing some of the ways the Committee operates will lead to greater alignment with priorities and a clearer focus on delivery.

5.0 Delivering the Local Area Plan

- 5.1** To ensure the committee has a focus on delivering key LAP priorities and influencing those not directly within its remit, the actions, contained in Annex 1, are proposed as options for discussion, with a view to choosing a maximum of six to form the Committee's work plan for 2010/11. It should be stressed that the options in Annex 1 are suggestions that have arisen as a means to focus the LAP and the committee may wish to agree a number of other priorities.
- 5.2** It should be noted that all LAP priorities will be progressed and reported to Committee. The 'Local Task and Finish' groups will enable delivery of key priorities and will ensure the Committee is making clear and tangible improvements for the benefit of local residents.
- 5.3** The 'Local Task and Finish' groups should include elected Members and partners and will support the Lead Agent through a problem solving approach that will deliver against the priority. This will ensure services are reviewed, actions allocated and measurable and are monitored and feedback into the Area Committee. This process will have a link with the Area Officer, ensuring a central point for the collection of information.

6. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland North Local Area Plan

7. Contact Officer: Dave Leonard, Sunderland North (Acting) Area Officer
Tel: 0191 561 1653. E-mail: dave.leonard@sunderland.gov.uk

Annex 1: Background papers: prioritising your priorities (preparation for Area Committee)

Address Anti Social Behaviour

Background

The level of crime, similar to other areas across the City, is considered most important in making the Sunderland North area a good place to live. The Crime and Disorder Act 1998 defines anti-social behaviour as acting "In a manner that caused or was likely to cause, harassment, alarm or distress to one or more persons not of the same household" Examples of Anti Social Behaviour can include: rowdy, noisy behaviour; vandalism, graffiti and fly-posting; dealing or buying drugs on the street; fly-tipping rubbish and street drinking

In Sunderland North, reducing anti social behaviour (ASB) was one of the key priorities for 2009/10. More recently the Local Confidence Survey which measures public confidence in community safety issues and represents the views of residents, again highlighted ASB, with teenagers hanging around on the streets as the top issue which should be addressed.

Key Facts

- Southwick, is one of only 5 wards out of 25 to have a crime rate above the City average in 2009/10.
- Between April 2009 and March 2010 total crime incidents across Sunderland North were 3809.
- Incidents during 2009/10, measured per 1,000 population, were lower than the City average of 72.8 for all Wards except Southwick (101.7 per 1000). Fulwell measured 45.1, St Peter's 62.8, Castle 63.4, Redhill 64.1.
- In relation to anti-social behaviour incidents per 1000 population, the City average is 314, with Southwick 366, Fulwell 143, St Peter's 343, Castle 348, Redhill 391.

Current Interventions

- The Safer Sunderland Partnership was formed following the merging of Sunderland's Drug Action Teams and Crime and Disorder Reduction Partnership in 2002. The Partnership includes the City Council, Police, Fire Authority, Primary Care Trust and a range of organisations from the voluntary, community and business sectors. The aim is to tackle crime, disorder and the misuse of drugs, making Sunderland a safer city for everyone.
- PACT meetings (Police and community) & Joint Councillor and Police meetings in place
- Northumbria Police lead on the Local Multi Agency Problem Solving (LMAPS) group which continues to work effectively with partners. The group meets every five weeks to effectively address issues, including ASB and deliberate secondary fires. Actions may include: Early Intervention Warning letters; Acceptable Behaviour Agreements; Parenting Contracts; Parenting Orders and Anti-Social Behaviour Orders being served.
- A raft of provision and services is provided across the area for young people. Sunderland North Community Business Centre has secured the youth provider ward contracts until 2012 with the possibility of 2 further years if they successfully reach their targets.

- A number of intervention projects are being delivered across the area.
- CCTV cameras have been deployed as a preventative and intervention tool to address anti-social behaviour hotspots
- The XL Youth Village pilot was delivered in Sunderland North, resulting in a substantial reduction in ASB and a reduction in crime
- Sunderland City Council has a dedicated team to investigate and resolve cases of ASB across all housing tenures their main focus relates to the owner occupied and private rented sectors.

Options

- A:** Lead Agent: Local Inspector Northumbria Police, utilising current infrastructure of LMAPs to continue to reduce ASB across the Washington area. Priority already exists, along with identified Lead Agents, actions and status updates, Area Committee to continue to monitor, via the Area Action Plans.
- B:** Lead Agent: Community and Safer City Scrutiny Committee, which completed a policy review on Alcohol and Anti-social behaviour during 2009-10. Area Committee to receive information updates, as available.

Increase confidence and trust levels in the community

Definition

The Local Confidence Survey Report identified the main aim in responding to the views of residents is to address any issues they may have and raise public confidence, particularly where it concerns the police and local council dealing with crime and anti-social behaviour.

- The survey identified that residents in Sunderland North wanted to know more about:
 - Neighbourhood Information - what is going on in the area, what do officers/staff do day to day, local initiatives
 - Crime and Performance Information - which crimes are prevalent, results, statistics, service standards
 - Anything – general information

Key Facts

- The North area scored lower than the Sunderland average with regards to levels of confidence and trust in the police and the council.
- Those who think that the police and local council seek people's views and are dealing with the on the anti-social behaviour and crime issues that matter in this area are slightly lower than the Sunderland average.

Current Interventions

- Monthly Police and Community Acting Together (PACT) meetings organised and held across the area.
- Strong connection into the LMAPs meetings, which were referred to under 'Reduce ASB by targeting hotspots, include deliberate secondary fires.'
- Launch of an online Police Forum providing an opportunities for residents to discuss matters from their own homes directly with Neighbourhood Police Inspectors and other agencies.
- Informal meetings held between the police and elected members of the Area Committee.

Option A

- Lead Agent: Local Police Inspector utilising the current infrastructure of LMAPS to continue to reduce ASB crime across the North. Establish Task and Finish group to explore opportunities to add value to existing provision.

Option B

- Lead Agent: Northumbria Police Inspectors, supported by the Area Officer, Area Co-ordination Team
 - To enhance the informal meetings between police and elected members, by inviting along local youth providers and other key officers, for example, Environmental Enforcement Officers, ASB Officers and discuss issues at a ward level for action, reporting directly into Area Committee to approve recommendation.
- Re-name 'informal meetings' to 'North Safe Task and Finish Group'

- Core Membership: Elected Members, Northumbria Police, Housing and Renewal Team, Environmental Services, Youth Providers

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Option C

- Lead Agent: Safer Sunderland Partnership, as it is recognised as a priority across the City. With updates provided to Area Committee on a regular basis.

Increase awareness and opportunities for joint working to promote inclusiveness and community cohesion.

Background

An inclusive and cohesive society is where people feel a sense of belonging, they feel life opportunities are available to all, difference is respected and appreciated and strong positive relationships exist. This 'cultural' aspect creates the foundation necessary for sustainable improvement and success for Sunderland.

We can use the National Indicators detailed below to monitor cohesion as well as local intelligence through Community Cohesion Networks, Local Multi Agency Partnerships, and city wide hate incident reporting system (ARCH) statistics.

1. How far people agree or disagree that in their local area people from different backgrounds get on well together.
2. How far people feel that they belong to their neighbourhood.
3. Civic participation in the local area.
4. How far people agree or disagree that they can, through their own actions, influence decisions in their local area.

Key facts

- The area is to have established two community cohesion groups; the North Area Community Cohesion Practitioner Networks and a strategic group to oversee their work co-ordinated by the Diversity and Inclusion team.
- The area has experienced low levels of cohesion with tensions arising amongst young people in Barnes areas.
- ARCH recorded 235 racist incidents during April 2009 to March 2010 of which 47 were in the North Area.
- The area has a local VCS Network, which is represented on the Area Committee.

Current interventions

- Monthly meetings of the practitioners network to continue.
- Bi-monthly meetings of the strategic group.
- Inclusive Communities champion attends meetings and sits on Area Committee.
- Co-ordinator of the practitioners network attends Area Committee.
- Bi-monthly meetings of the VCS Network are in place.

Options

A Lead Agent: Dawn Rugman, Diversity and Inclusion Team, and Amanda cantle, Community Development Team. Establish a Task and Finish Group to support existing and proposed initiatives and develop projects. Align a percentage of SIB to support the delivery of project proposals

B Lead Agent: Dawn Rugman, Diversity and Inclusion Team. Enhance the relationship between the Area Committee, LMAPS and the Cohesion groups, enabling Area Committee to engage with community

representatives, providing a strategic link between the Local Area Plan and the Community Cohesion Strategy.

- C** Lead Agent: North Community Cohesion Steering Group. Updates provided to Area Committee via the e-bulletin.

Employment

Defining employment

Increase and support employment and enterprise opportunities across the area.

Key Facts

- Local people from Sunderland North 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.
- We know that across Sunderland North unemployment levels are lowest in Fulwell ward (2.9%) and highest in Redhill ward (10.4%). The City average is 6.4%. Southwick (9.8%) and Castle(7%) are also higher than the City average, levels for St Peter's (5.5%) are lower.

Current Interventions

- 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
- The City is one of the world's most Information Technology (IT) Intelligent Cities and a Beacon for Digital Inclusion and has been awarded £10 million worth of Microsoft Training Vouchers which can be accessed by anyone living or working in Sunderland.
- The Working Neighbourhood Funding (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.
- 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.
- St. Peters Riverside and Bonnersfield Planning Framework Supplementary Planning Document has been approved for the purposes of consultation.
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Option A

- Lead Agent: Janet Snaith, Office of the Chief Executive
- Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent.

- Align a percentage of the SIB budget to support the deliver of project proposals.

Option B

- Lead Agent: Prosperous City Delivery Board, supported by the Business Investment Team, who have a holistic view at a national, regional and city level.
- Area Committee to receive information and updates, as available, via e-bulletin.

Option C

- Lead Agent: Prosperity and Economic Development Scrutiny Committee. The Committee completed a policy review 'from Recession to Recovery' during 09/10.
- Area Committee to receive information and updates, as available, via e-bulletin.

Responsive Local Services (RLS)

Background

The Community Leadership Programme, which commenced in September 2008, is based upon the need to accelerate delivery of quality of life improvements for the people of Sunderland and to improve their satisfaction levels with the way the Council and its partners perform. The Responsive Local Services project is designed to satisfy the service delivery element of the programme ensuring that, in delivering its day to day services, the Council is more responsive to the needs and expectations of its customers and engages with citizens more effectively.

In summary Responsive Local Services is a 'method of area working' that was established via Cabinet to:

- Increase levels of resident satisfaction through providing services that are responsive to community needs and effectively communicating improvements
- Tailor services in recognition of differing area/locality circumstances either through local problem solving or adapting service standards
- Recognise and enhance the community leadership role of elected members.

Key Facts

- There are currently five services that fall within the scope of the RLS remit and these are:
Litter Removal, Refuse Collection, Grass Cutting, Graffiti and Dog Fouling
- The services included in the first wave have been chosen according to their relative importance and the ability to measure performance against the current service standards.
- It is necessary, in this respect, to publish the associated service standards to enable residents and Members to engage in service delivery performance updates, via Area Committees. This will enable Area Committees and residents to consider local priorities and service performance when tailoring service standards to match local need or to undertake local problem solving.
- The service scope of each subsequent wave of the Project is defined upon the basis of customer feedback through the Customer Services Network, feedback from Residents' Surveys, Area Committees, Ward visits and the analysis of service requests via the staff reporting line.

Current Interventions

- Performance reports produced and presented to each Area Committee. Reports were presented in January and March 2010 and will be presented to each area committee as required going forward.
- An RLS Issues Log is established and working to track local problem solving issues arising from Area Committee discussions and the service interventions to address the issues raised.
- Communication activity is underway to ensure the Council and local members receive recognition for the improved services. The communication is also designed to encourage residents to engage with Area Committees regarding local issues.
- Partnership working is underway particularly in respect of Gentoo in order to align neighbourhood activity and service standards where possible.
- Work is underway to identify the next wave of services to be included within the project.
- Any resource implications are in the first instance managed within existing budget provision or as part of the Medium term Financial Planning Process. Area Committees are also able to call upon their Strategic Investment Plan allocations to respond to local issues arising from service demand or, as was the case for the previous cycle, to address any issues coming forward from ward visits and the staff reporting line.

Options

- A:** Lead Agent: Mike Poulter City Services. Area Committee to continue to receive performance reports and information updates via the e-bulletin. Task and Finish groups (including partners as required) set up to consider local problem solving as required. Align a percentage of the SIB budget to address local problem solving issues.
- B:** Area Committee to continue to receive performance reports and information updates via the e-bulletin.

Enhancing and raising the public profile of the heritage of the North area

Background

Culture and heritage both play an important role in delivering the vision for the City and under the Sunderland Strategy's 'Attractive and Inclusive' priority. The historic and cultural significance of a place and the historic built environment can have a positive impact., both in. The heritage and cultural agenda offers an opportunity to both increase tourism top the area and engage young people and unemployed in the development of skills and learning.

Key Facts

- St Peter's Church is a candidate for a World Heritage site in 2011. Built in 674AD, it is one of the UK's first stone built churches.
- Hylton Castle is an 11th Century fortified manor house positioned on the edge of Hylton Castle estate
- The National Glass Centre is based on the north riverside and holds displays of local, regional and national artists, has a good quality restaurant and holds many educational courses
- The Stadium of Light, home of Sunderland's premier club football team is situated next to Keir Hardie Way and has a seating capacity of 49,000, being the 5th largest ground in England. Recently, it has successfully hosted major rock and pop concerts during the summer.
- The Victorian Roker Park and Thompson Park (built in 1933) provide for sport, leisure and relaxation.
- There are a number of other key heritage based features such as Fulwell Mill, Monkwearmouth Museum, St Andrew's Church and the Riverside Sculptural trail.

Current Interventions

- A funding application recently went forward to the Heritage Lottery Fund to develop a vision and strategy in relation to heritage for the City. This funding application has since been rejected, but the City Council recognises the need to deliver a city wide heritage strategy which would identify the priorities for the City, raise the profile of heritage and influence future city developments. Officers are currently investigating options in order to take this forward.
- Castle in the Community, in partnership with statutory agencies, is developing a funding application to the Heritage Lottery Fund to redevelop and regenerate Hylton Castle and the Dene
- The outcome on the application for World Heritage status for the St Peter's Church is awaited.
- The Council is leading on a Sea Front Masterplan
- Sunderland Libraries provide a facility for Monkwearmouth Local History Group, Southwick History and Preservation Society and Sunderland Maritime Heritage Group to meet.

Options

- A:** Lead: Jane Hall, City Services
Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent.

- B:** Lead: Chris Alexander: City Services – Review the situation when selecting priorities in 2011/12 following confirmation of funding to allow for a Heritage Strategy.

Environmental and street scene improvements.

Background

Some estates and residential areas are visually unattractive and need maintenance work to improve appearance. Empty properties and unkempt land areas in prominent places together with a number of shopping areas would benefit from updating and investment in the public realm. The provision of shrubs, bulb and tree planting for instance provides for a more attractive place to live and work.

Key Facts

- Local historic shopping centres eg Southwick Green, Sea Road, with additional areas such as the Riverside Retail Park. The Roker Retail Park is awaiting investment and development.
- Recent small supermarkets converted (Sainsbury, Sea Road, Lidl, Roker Ave).
- The Sea Front Masterplan is catering for public realm improvements
- The main local shopping centres have been subject to a 'Retail Needs Assessment'.
- Sunderland Enterprise Park consisting of the BIC development and other developing organisations. A number of properties however are seeking new tenants
- Cleaner streets and clearing rubbish are consistently identified as priorities by residents.

Current Interventions

- Green Space Audit is being undertaken. It will highlight the quality and quantity of green space across the city and will be broken down into areas. The strategy will show deficiencies in open space – parks, allotments, play areas, recreational space.
- The City Council currently runs a maintenance programme for streets and grounds.
- The Local Development Framework Core Strategy is being developed and will set out the overarching strategic planning framework for the development of the City up to 2026. The Core Strategy identifies improvements to public realm along major roads and local district centres within the Coalfield area.
- Gentoo have a maintenance programme and work with residents to improve residential areas. This includes environmental schemes, such as planting, painting etc.

Options

- A** Lead Agent: Les Clarke City Services. Task and Finish group, with partners, to develop projects and add value to existing projects.
- B** Priority already exists, Area Committee to continue to receive performance reports and information updates via the e-bulletin and Area Action Plans.

Support individuals who may not be aware that the Council could help them maximise their independence

Background

The Council identified a need to better identify & target the support it & its partners provides to help vulnerable, particularly older, people in daily living in their own homes by maximising their independence, an objective within the Local Area Agreement.

Key Facts

Combining:

- Local intelligence from the Council and its partners about Sunderland residents (e.g. socio-demographic data and information about customers of adult social care);
- National research about risk factors about older people who might need a "little bit of help" (e.g. those living alone, in receipt of housing benefit, social profile data etc.)

the Council started to profile the population aged 65 and over in terms of possible need for assistance in the city. The intention is therefore to target those areas most likely to need some support in a more preventative way tailored around individuals' needs and preferences to support earlier health & social care intervention. In another area of the city, the Council has worked with a GP surgery to target these individuals as part of community in-reach.

The results of this profiling of the population in the north area were presented to the Area Committee in 2009/10. This showed a significant number of sub-wards, particularly in Southwick, but also in some other wards (e.g. Fulwell) in which a greater level of support for older people in their daily lives might be needed. The Council therefore wishes to support "community in-reach" in these areas as part of the Healthy City priorities

Options

Option A

Lead Agent:

- HH&AS develop a Task and Finish group to work with the Third Sector in specific areas of the North Area to develop "community in-reach" to better target those who might need help
- Once identified, work with the Third Sector to also provide support for individuals (and the wider community) to improve their daily living tailored to their needs.

Option B

- Area Committee to receive performance reports and information updates via the e-bulletin

Health Inequalities

Background

Long term problems with poor health and low life expectancy arising from high prevalence of behavioural risks (smoking, poor diet, low activity), socioeconomic risks (poverty, worklessness, low self esteem) leading to increased physiological risks (high blood pressure, high cholesterol, anxiety/depression).

Key facts

- Area has amongst the best and the worst life expectancy in the city – lower than average in Southwick, Witherwack and Marley Potts, higher than average in Fulwell.
- Most common preventable causes of death are cancers and circulatory diseases
- Smoking prevalence and self-reported obesity high in most deprived areas
- Anxiety/depression and mental/behavioural problems resulting in worklessness higher in west of Southwick, east of Castle
- Proportion of adults drinking heavily once a week higher than Sunderland average in St Peters

Current interventions

- Wellness Centres and Community Wellness Programme
- Global preventative care services – Health Trainers, Stop Smoking Service
- New Coronary and Vascular Disease (CVD) risk assessment programme (“NHS Health Checks”) will target at risk populations (ie. middle aged men)
- Healthy Communities Collaborative commissioned through Sunderland North Community Business Centre to support volunteer programme focused on CVD risk

Options

- A** Lead Agent: Paul Gray, TPCT. Area Committee set up a Task & Finish group to develop solutions to address local health inequalities.
- B** Lead Agent: Healthy City Delivery Board. Area Committee to receive information and updates on the development of the Healthy City approach in relation to issues local to the Sunderland North area.

Address child poverty

Background:

The levels of child poverty in Sunderland are unacceptably high. 51% of children are living in relative poverty (44% in the North East, 42% Nationally) as defined by Government. National research by the Child Poverty Action Group tells us that children who grow up in poverty are less likely to succeed at school, more likely to suffer from poor health and less likely to secure a good job as an adult.

The Sunderland Partnership has agreed to take a lead to reduce this level and the emerging Sunderland Child Poverty Strategy will provide a framework for partners to work together with a shared vision.

Key Facts

- The LAA includes NI116 - Proportion of Children in Poverty. This is currently being refreshed and the Child Poverty Unit may create a basket of related indicators
- There is no current single indicator available to determine the exact level of child poverty in Sunderland. A useful indicator commonly being used is the number of children living in workless families and in families who are claiming the maximum working tax credit. Adding these two groups together gives a total of children in low income families.
- In Sunderland this comprises about 6 in 10 children. While not all these children are classified as being in poverty, they represent a wider group of 'have-not's' among children in Sunderland and are at risk of experiencing child poverty.
- The Sunderland North Area consists of 33 Local Super Output Areas (LSOAs), 21 of which are identified as 'areas of priority' for child poverty
- The draft strategy is based on building blocks of Education, Health & Family, Employment and Adult Skills, Financial Support and Housing & Neighbourhoods.

Current Interventions

- A three month consultation programme for the draft Child Poverty Strategy will begin during May/June 2010.
- A detailed needs assessment will be carried out over a six month period from June 2010. This will identify areas for more targeted service delivery, focused on community needs.
- A locality based integrated working group has been formed to develop partnership working to support outcomes for children, young people and their families.
- Child Poverty Strategy Action Plan has been established and agreed.

Options

- A:** Review the situation when selecting priorities in 2011/12.
- B:** Receive information updates on a quarterly basis from Children Services, via e-bulletin. Area Committee to be consulted on the Child Poverty Strategy at a future meeting.

Identify gaps in youth and play provision.

Background

Youth provision/work: targeting 13-19 year olds, (or 25 years old if individuals have learning difficulties/disabilities), informal activities delivered outside of statutory core curriculum.

Play provision: targeting under 13's, may cover community play parks, extended schools.

Key facts

- Sunderland City Council secured £2.1 million government grant named Play Pathfinder to get more children playing outside, parks included: Community North Play Park, Southwick Play Area.
- Five ward contracts and 1 city wide youth provider contracts have been awarded in the North area to deliver youth provision/work at a ward level and there is a programme of XL Youth Villages.

Current Interventions

- Children Services and City Services have recently submitted a funding application to the Children's Trust to complete a scoping document on all services delivered to children, young people and families across City, covering all sectors.
- The Children's Trust Strategic Partnership are currently establishing Locality Based Integrated Working Steering Groups. Their role will be to consider how local service delivery is meeting the needs of children, young people and their families generally.
 - Locally contracted youth providers to work in partnership with local schools, providing a more systematic and comprehensive service where all partners are suitably funded and supported breaking down barriers where individual partners feel they need to protect their own resources and funding. Sunderland North Community Business centre are the commissioned Voluntary Community Sector youth provider for the Youth Development Group in Sunderland North.
- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with Children Services to:-
 - Increase provision for under 13 year olds, youth projects to work closely with Junior/primary schools, supported by extended schools route and develop existing services (strong connection to Locality Based Steering Group identified above).
 - Develop cross generational projects allowing older people the opportunity to share skills, act as peers to young people i.e. gardening, joinery, etc.
 - Locally contracted youth providers to work in partnership with local schools, providing a more systematic and comprehensive service where all partners are suitably funded and supported breaking down barriers where individual partners feel they need to protect their own resources and funding.

Options

- A** Review the situation when selecting next year's priorities.
- B** Receive information updates on the scoping document from Children Services and City Services, if funding awarded. Existing priority (as above), Area Committee to continue to monitor, via the Area Action Plans.

Ensure that Family, Adults and Community learning (FACL) provision is delivered in line with local need in the community.

Background

FACL works in partnership with a wide range of agencies to develop and deliver projects aimed at improving access to learning and improving the skills of adults and families. Family Learning offers parents, grandparents, guardians and carers a chance to learn alongside their children in a fun and friendly way. Adult Learning courses including arts and crafts, health and well-being, fitness and dance, digital photography and information technology can provide opportunities to build confidence, learn for fun and enjoyment or offer routes to further learning and developing skills for employment. Skills for Life, Skills for Work, Skills for Independent Living courses that help adults brush up their English and Maths skills to support children at school, assist with job search, help with training at work and much more. The current programme often does not meet the needs of the community and the commissioning arrangements can exclude smaller, community organisations that are sometimes best placed to work with residents in their own community. The procurement and commissioning arrangements are being reviewed and a pilot programme is being developed for implementation this year.

Key Facts

- Sunderland City Council are increasing the number of learners progressing to higher education and further developing support and engagement strategies to assist the transition from Key Stage 4 to Post-16 learning.
- Provision is predominantly accessed by women; there is a shortage in the number of men accessing learning. Delivery of sessions are predominantly day time, there is limited evening and weekend provision available.

Current Interventions

- FACL has previously been identified as an area to review in the work plan for 2009-10. The following are represented in the North:
 - The current service has three funding streams: Wider Family Learning (WFL); Family Literacy, Language and Numeracy (FLLN) and Personal Community Learning (PCD) and a development fund; First Steps.
 - Courses are currently delivered at the Bunny Hill Customer Services Centre, Sunderland North Community Business Centre, Sunderland Football Club, Roker Park, Hylton Castle Primary School and Castletown Primary School
 - Working with the Carers Centre to develop a range of learning opportunities.
 - Working with organisations and tutors wanting to deliver learning to ensure that appropriate infrastructures are in place.
 - Compiling a database of BME communities across the area, and supporting BME communities to become trainers themselves.

Options

- A** Lead Agent: Sandra Kenny, Children Services. Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent. Align a percentage of the SIB budget to support the delivery of project proposals.
- B** Lead Agent: Sunderland Learning Partnership Delivery Board, supported by the Children Services and Sunderland City College. Area Committee to receive information and updates via e-bulletin.
- C** Priority already exists, along with identified Lead Agents, actions (as above) and status updates, Area Committee to continue to monitor, via the Area Action Plans