

**At a meeting of the NORTH SUNDERLAND AREA COMMITTEE held at the BUNNY HILL CENTRE, HYLTON LANE, SUNDERLAND on MONDAY, 1<sup>st</sup> MARCH, 2010 at 5.30 p.m.**

**Present:-**

Councillor Bell in the Chair

Councillors Charlton, Copeland, G. Hall, Shattock, J. Walton, L. Walton, D. Wilson and N. Wright

**Also in Attendance:-**

- |                     |   |
|---------------------|---|
| Mr. Paul Allen      | - Research & Performance Management Officer, Sunderland City Council              |
| Ms. Amanda Cantle   | - Centre Manager, Bunny Hill, Sunderland City Council                             |
| Mr. Les Clark       | - Head of Street Scene, Sunderland City Council                                   |
| Mr. Steve Dodds     | - District Bus Manager, Nexus   |
| Mr. Bill Forster    | - Tyne and Wear Fires and Rescue Service  |
| Ms. Victoria French | - Wellness Manager, Sunderland City Council                                       |
| Mr. Paul Gray       | - Public Health Practitioner Lead, PCT  |
| Ms. Vicky Happer    | - Corporate Communications Officer, Sunderland City Council                       |
| Mr. Dave Leonard    | - Area Co-Ordinator, Sunderland City Council                                      |
| Ms. Helen Mathews   | - Head of Strategic Planning, Nexus   |
| Insp. Lisa Musgrove | - Northumbria Police  |
| Mr. Ron Odunaiya    | - Executive Director City Services, (Area Lead Executive) Sunderland City Council |
| Mr. Paul Power      | - Sports Development Delivery Manager, Sunderland City Council                    |
| Ms. Dawn Rugman     | - Policy Officer (Diversity), Sunderland City Council                             |
| Ms. Joanne Stewart  | - Senior Democratic Services Officer, Sunderland City Council                     |
| Mr. Paul Young      | - Centre Operations Manager, Sunderland City Council                              |

Members of the North Sunderland Area Community

**Apologies for Absence**

Apologies for absence were submitted to the meeting on behalf of Councillors Foster, Francis and Leadbitter

## **Minutes of the Last Meeting of the Committee held on 4<sup>th</sup> January, 2010**

Councillor J. Walton queried the report on the Questions to Area Committees which was in the minutes as being presented to this meeting of the Committee and was advised that it had been deferred to the April Committee where a full review of the way in which the Area Committee had worked over the past year under the new area arrangements was to be submitted which would cover this.

Councillor Howe referred to page 9, paragraph 5 of the minutes regarding comments made by Councillor Wilson around grit provision and felt that they were not a true reflection of the discussions that had taken place and felt that Councillor Wilson should apologise for his comments made that night. Councillor Howe also asked that his protests towards the minute be noted.

Councillor Shattock referred to the last paragraph on page 9 regarding the report that was to be submitted to the Health and Well Being Scrutiny Committee and advised that information for the report looking into accidents relating to bad weather was still being gathered. Ms. Stewart advised Members that she had spoken with the relevant Scrutiny Officer who would let her have a copy of the report as soon as it was ready to be circulated to Members of this Committee.

1. RESOLVED that the minutes of the last meeting of the Committee held on 4<sup>th</sup> January, 2010 (copy circulated) be confirmed and signed as a correct record, subject to the comments from Councillor Howe.

### **Declarations of Interest**

Item 7 - Financial Statements and Funding Requests - Application 3 – Community Leaders of the Future

Councillors Bell, Charlton, Copeland, Shattock, D. Wilson and N. Wright declared personal interests in the above application as the applicant was known to them.

Item 7 - Financial Statements and Funding Requests - Community Chest - Redhouse Academy

Councillor Charlton declared a personal interest in the above application as a governor of the academy.

### **Questions to Area Committee**

There were no questions to the Area Committee received.

The Democratic Services Officer advised that a report would be submitted to the next meeting of the Area Committee reviewing the pilot that had been

undertaken and seeking Members views on how they wished to proceed in the future.

2. RESOLVED that a review of the pilot to Questions to Area Committees be submitted to the April meeting of the Area Committee for Members' consideration.

### **North Sunderland a Healthy Area Summary**

The Chief Executive submitted a report (copy circulated) which asked Members to consider and identify their main proposals for further development and action in relation to their Healthy Area priority theme.

(for copy report – see original minutes)

Mr. Dave Leonard, Area Co-ordinator, reminded Members that the Committee had agreed its work programme for the year at its meeting held in June and that the Healthy priority was the fifth to come to the committee for discussion and consideration.

Mr. Paul Gray, Public Health Practitioner Lead gave a presentation (copy circulated) to the Committee highlighting the key priorities, facts and recommendations for 2010/2011 with regards to health in the North Sunderland Area.

(for copy presentation – see original minutes)

Mr. Paul Allen, Research and Performance Management Officer, presented a report as part of the Healthy priority which outlined the approach to resident profiling about daily living needs in the North Sunderland Area and how this intelligence could be used to provide a targeted response to support individuals who may not be aware that the Council could help them maximise their independence.

Councillor Shattock referred to life expectancy in the Fulwell ward being significantly higher than the Sunderland average and asked how this compared to the rest of the country and was advised that it was better than the England average.

Councillor Hall commented that the St Peter's ward had the highest concentration of rest homes which could affect the figures in relation to deaths for that ward. Mr. Gray advised that it was standard for this to be taken into account when producing the statistics.

He then referred to the neighbourhood information and asked if this information would be available for all areas in the city and if it was, could it be shared with the relevant Councillors and was advised that it could be.

Councillor Hall referred to the St Peter's Ward and advised that part of it had been inherited from the old Southwick ward and had an industrial working background which could have some bearing on the key fact that the

proportion of adults drinking heavily once a week is higher than the Sunderland average.

Councillor Copeland commented that it was key to focus on the environment around where people grew up and lived also. Providing a green, clean, healthy environment for residents could only have positive impacts on their general health and well-being.

Councillor Wright endorsed the views of Councillor Copeland and commented that Southwick was one of the more deprived areas of the city and it was important to promote better visual health for residents which had been started by planting flowerbeds and installing tree lined boulevards. In making the area pleasing to the eye it would make residents in the area feel better about themselves and their living space than if the area was left looking stark and poverty stricken. Councillor Wright felt that resources needed to be put into some of the more deprived areas of the city to make them equal to areas which had a better life expectancy, such as the Fulwell ward.

Councillor Wilson referred to smoking levels, obesity and alcohol, which were the three things which had the biggest impact on health in adults in Sunderland and had been highlighted as key areas for action by the Director of Public Health for Sunderland Teaching Primary Care Trust, Dr. Nonnie Crawford. He advised Members that he had been Chairman of a recent meeting of the Tobacco Alliance where they had discussed the toxic contents of cigarettes nowadays, which was not highlighted fully to smokers.

Councillor Shattock agreed with her fellow ward Councillors and felt that poverty and deprivation were issues that needed addressing. She commented that residents were not worried about the effects of alcohol and cigarettes when it made their lives better with their short term effects. Heavy industry work in the city had gone now and schemes needed to be looked at as to how to get people into education and work, giving them a reason to want to be healthy and live longer.

She advised the Committee that the Health and Well Being Scrutiny Committee were carrying out a review on Tackling Health Inequalities in Sunderland and there was hope that one of the key recommendations would be around the minimum pricing of alcohol but commented that this was an immense subject to discuss and address.

Councillor J. Walton referred to the top five causes of death in Sunderland for men and asked how significant were the numbers of suicides under the fifth cause of suicide and injury. Mr. Gray advised that it was a discernible group but not a huge number were suicides. He offered to get back to Members with more detailed information on the breakdown of figures.

Councillor Howe stated that there had been a considerable number of advertising and marketing campaigns around the effects of excess drinking and smoking and that Central Government would need to take drastic steps to impose changes or the problems will continue to escalate for years to come.

Ms. Victoria French, Wellness Manager, advised Members that there were some good programmes in place around the city to support easier access to health services, with a high success rate, and a list of some of those offered were laid out for Members attention on page 14 of the report.

Ms. Amanda Cattle, Centre Manager, Bunny Hill informed Members that an alcohol awareness event was taking place at the Bunny Hill Centre on Saturday, 27<sup>th</sup> March between 11:00am and 1:00pm, which had been advertised through the schools to target parents and pupils to attend. A smoking cessation stand would also be on site to advise residents on how to get help to quit smoking.

Councillor Charlton commented that Sunderland was not unique and the problems they were faced with were an issue nationwide, with incentives and programmes being tried around the country to help tackle the issue.

Mr. Gray referred to the point raised by Ms. French and reiterated that there was significant work being undertaken to address these issues across the region and good results being recorded from them. Today's presentations had been to highlight the key priorities and statistics on the local situation and pieces of work would continue to be carried out, with the Committee being continually advised on their outcomes.

Councillor Shattock referred to the graph on page 19 of the report and asked that a clearer version be circulated to Members, which Mr Allen agreed to provide.

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

3. RESOLVED that the following actions identified in Annex 1a and 1b of the report be noted:-

- A programme be developed to ensure that there is an increase in targeted individuals accessing certain services;
- Officers work in partnership and develop an evidence base for the North Area that will shape the future priorities of the Committee; and
- That the Committee supports agencies to develop daily living solutions to promote individual's independence and well being.

### **Thematic Feedback Report**

The Chief Executive submitted a report (copy circulated) which provided Members with feedback from the established working groups for each of the five thematic priorities the Area Committee had agreed and considered as set out in the work plan for 2009/2010.

(for copy report – see original minutes).

In July, September, November 2009 and January 2010 the Area Committee had agreed a number of actions and proposals relating to the Attractive and Inclusive, Safe, Learning and Prosperous priorities, respectively, which had both been formulated into action plans for Members to monitor.

Mr. Leonard took Members through the report highlighting any progress against the actions and identifying proposals which had come from them for Members consideration. He informed the Committee that they had been asked at the last meeting to identify two areas which could be included as part of the Community Payback schemes and to date three had been put forward:-

- Kier Hardie Way;
- Dundas Street and Williamson Terrace; and
- St Andrew's Community Gardens, Southwick.

Mr. Leonard asked the Committee which two they wished to submit as priorities and following discussion Members agreed that all three needed attending to and asked that all three be put forward for consideration.

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

4. RESOLVED that the report and action planes be agreed and that the three areas identified for consideration as part of the Community Payback Scheme be submitted.

### **Financial Statements and Funding Requests**

The Chief Executive submitted a report (copy circulated) providing Members with the current expenditure from the SIB, SIP and Community Chest and applications for funding from these budgets in order to support new initiatives.

(for copy report – see original minutes).

Mr. Leonard presented the report, advising Members that there were 29 proposals for support from the 2009/2010 Community Chest budget and three proposals for support from the 2009/2010 SIB budget. Members were also advised of the financial statement for 2009/2010. Members were also asked to approve that Citywide Community Chest applications be considered at the final meeting of each municipal year.

Mr. Leonard advised that the Committee were being asked to consider approval of using SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events as was detailed in section 4.5 of the report.

Ms. Hopper took the Committee through each of the applications for SIB funding, the Community Chest proposals and the financial statement, and it was:-

5. RESOLVED that:-

- i) approval be given to the 29 projects recommended for support from the 2009/2010 Community Chest budget with a total value of £22,649 as detailed in Annex 1 to the report;
- ii) approval be given to contribution toward the Hylton Castle Re-enactment recommended for support, subject to the conditions as set out in the report, from the 2009/2010 SIB budget with a total value of £15,000;
- iii) approval be given to the contribution toward the Kickz project, SAFC Foundation recommended for support, subject to the condition as set out in the report, from the 2009/2010 SIB budget with a total value of £23,500;
- iv) approval be given to the contribution toward the Community Leaders of the Future project recommended for support, from the 2009/2010 SIB budget with a total value of £11,543;
- v) approval be given to consider the Citywide Community Chest applications at the final meeting of each municipal year; and
- vi) approval be given to the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events as detailed in the report.

### **Consultation on Football, Play & Wellness**

The Executive Director of City Services submitted a report (copy circulated) to consult with the Area Committee on the Football Investment Strategy (FIS) and the proposed priorities for investment, the Play and Urban Games Strategy for identification of priorities for future investment and also to provide an overview of Wellness programmes.

(for copy report – see original minutes)

Mr. Paul Power, Sports Development Delivery Manager was in attendance to present the sections of the report relating to the Football Investment Strategy and the Play and Urban Games Strategy and answer Members questions. Ms. Victoria French, Wellness Manager, was in attendance to present the overview of the Wellness programmes and answer any questions on them.

In response to a query from Councillor Hall regarding funding from the football strategy to set up new football teams, Mr. Power advised that as part of the second phase of the development they had had to identify a number of principles behind which would be a plan to set up a number of football teams and help them and existing other teams to develop to provide a good framework for the development of football across the city.

Councillor Shattock commented that she was pleased to see that Thompson Park was one of the projects in Phase 1 of the strategy and asked if the pavilions would provide for male and female uses. Mr. Power confirmed that the developments would be for both sexes and advised that the F.A. set particular guidance to make sure that both male and female officials and football teams were catered for.

With regard to a further query from Councillor Shattock regarding the second phase upgrade/replacement of provision at Marley Potts, Mr. Power advised that he understood that there were two grass pitches at the site that had been fire damaged and that they would be looking to bring those back into use.

Ms. French advised Members that there were a number of successful schemes that had been undertaken such as the 'Walk in the Park' and the 'Active Sunderland' which they were now seeking further views from Members as to areas within their wards which they felt could benefit from these or similar schemes.

Councillor Shattock referred to the Riverside walk and commented that it should be accessible by all for the full route from St Peter's along to South Hylton and Washington but knew that there were blockages and rubbish along the way which made it unattractive and not easy to follow.

She also advised the Committee that Grange Park Primary school were taking part in a project whereby all pupils were wearing pedometers and having competitions around who could be the most active and felt that this could be a good news story to include in the Community News.

Ms. Vicky Happer, Corporate Communications Officer advised that the walk in the park had featured as a main story in some of the newsletters including the one for North Sunderland Area.

Councillor Copeland suggested that there could be signposting from the Southwick area towards the river walk, especially in the summer, and felt that this could elevate the Southwick area which was a main gateway into the city.

Councillor Hall further commented that a lot of the problem experienced continued onto the marine walk leading into the seafront and that some areas were in a disgraceful state and suggested that Officers spoke directly to local Councillors who would be able to advise them of the areas where there were issues.

Mr. Odunaiya stated that this was obviously a priority for the North Sunderland Area which should be looked at further so that residents could engage in activities and options could be looked at to improve what was already in place. If the works were carried out correctly and the river and marine walks were opened all the way along the area could lead by example for other areas to follow.

The Chairman having thanked Officers for their report, it was:-

6. RESOLVED that the content of the report be noted and Members comments on the proposals outlined in the report be fed back into the consultation process.



## **Responsive Local Services**

The Executive Director City Services and Chief Executive submitted a joint report (copy circulated) which presented Members with an update on the Responsive Local Services project for the period of November, 2009 to January, 2010.

(for copy report – see original minutes).

Mr. Les Clark, Head of Street Scene, advised that the level of detailed information coming from the system would build up over time and extend to cover other services which would help to tailor services to meet the demands of the Area Committee.

Mr. Clark provided Members with highlights of the work that was being undertaken in relation to service performance analysis and presented a snapshot of performance information focussed on litter for the area using the GIS mapping tool.

Councillor Hall commented on difficulties around land ownership along the river and complaints that Councillors receive regarding the litter and rubbish that is left along the walk. With five separate land owners of the land between the BP garage at Marine Drive and the Monkwearmouth Museum, and only a small proportion of the land being Council owned, it could be difficult to get issues addressed.

In response, Mr. Odunaiya advised that the Council would know who the land owners were and it was about setting up responsibilities for the maintenance of the land in the long term and giving them and the Council a clear indication of who's responsibility aspects of the maintenance and upkeep of the land falls to.

With regard, to the GIS map that was shown to the Committee, Mr. Clark advised that the blue dots highlighted those issues that had been raised by members of the public and that more work needed to be undertaken to ensure the public and council staff were reporting more incidents, not only for litter but for graffiti, dog fouling and other issues which need attention that they may come across around the city.

Mr. Odunaiya further commented that with the new mapping system they would be able to start to see patterns and trends of where reporting of incidents was taking place. Over time Officers would be able to realign the way they provide services to address areas they know have had issues in the past and begin to allocate resources in the correct areas in advance to tackle the issue before it becomes a problem for residents of that area.

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

7. RESOLVED that the report be noted for information and that the Committee accept further updates relating to Responsive Local Services at future meetings.

## **Accessible Bus Network Design Consultation (Local Bus Links)**

The Director of Strategy, Nexus submitted a report (copy circulated) which provided Members with details of the proposals for the Bus Network in Sunderland North.

(for copy report – see original minutes).

Ms. Helen Matthews, Head of Strategic Planning, Nexus and Mr. Steve Dodds, District Bus Manager, Nexus presented the report asking the Committee for their comments and / or feedback to confirm or improve the proposed design.

In response to a query from Councillor Charlton regarding the advertising of the new proposals, Ms. Matthews advised that they were planning to publicise the changes as widely as possible and would be placing notices on the buses involved, having articles in the ward newsletters and advertising through the Sunderland Echo. Posters would be put up in public venues such as libraries and sports centres and they would be trying to cover as many bases as they could so as to involve all those residents who may be affected by the changes.

Councillor Charlton referred to the fact that some early or late buses may look as they only have small numbers of users and asked that those making the decisions on which routes to change would look at the effect that would have on people getting to employment opportunities around the city.

Councillor Hall welcomed the new proposals but commented that there was still a gap in provision around the Dame Dorothy and Gillingham House area. Mr. Dodds advised that a city centre shuttle bus would be provided by environmentally friendly buses from June 2011 which would cover the Dame Dorothy Street area and the University campus.

A number of approved community providers were offering transport from the Gillingham House site which helped provide some access to the city centre and central bus routes. He advised that any provision the following years would be subject to funding but he would take the issues Members had raised back as part of the consultation.

The Chairman having thanked Ms. Mathews and Mr. Dodds for their attendance and participation, it was:-

8. RESOLVED that the Committee agree that:-
  - (i) information be cascaded about public events to organisations and individuals; and
  - (ii) Members comments and feedback on the proposals be included as part of the consultation process.

The Chairman then closed the meeting having thanked everyone for their attendance.

(Signed) R. BELL,  
Chairman.