

## Washington Area Committee.

9<sup>th</sup> September 2010.

### Report of the Chief Executive.

#### Community Action in Washington – Progress Review.

##### 1. Why has it come to Committee?

- 1.1 **Annex 1** provides the detail of all outstanding issues previously identified through 2009/10 and provides an update with regards to progress or completion. It also identifies any unresolved issues and actions and identifies where Area Committee will consider an SIB or SIP application for funding to address their work plan. As part of the update on outstanding issues **Annex 1b** provides a progress report with regard to employment and enterprise services being delivered in Washington.
- 1.2 **Annex 2** includes Community Chest and the SIB/SIP financial statement (**Annex 2a**), and provides a summary of spend, proposals received and balances for Community Chest, SIB and SIP. It also includes details of all applications received. Members are requested to consider those applications and refer to **Annex 2b** for Community Chest and SIB and SIP.

##### 2. Progress Report.

###### 2.1 Health theme.

The first task group was held 29<sup>th</sup> July. Partners from Sunderland AFC, Gentoo, Sunderland Carers, Bridge, Washington Mind, the Council's Wellness Programme, Sunderland Teaching Primary Care Trust (TPCT) and Area Committee members, identified two proposals to support the reduction of health inequalities in Washington by tackling social determinants of health. The two proposals will complement each other but equally can stand alone. They are:

1. Washington Health Champions.
2. Tackling Health with SAFC.

1. Washington Health Champions focuses on front line workers from the public sector, partner organisations and volunteers working in Washington. It looks to upskill those front line staff in order to build a systematic approach to tackling health inequalities across Washington. The training programme for those workers includes:

- Understanding Health Improvements.
- Emotional Health and Resilience.
- Financial Capability.
- Alcohol Intervention.
- Smoking Intervention.

Front line staff and volunteers will be able to provide basic interventions and signposting to help people take the first steps towards healthier lives. This training will benefit not only clients of those who participate but also the participants themselves and their own families and communities. As more people become trained then there is the potential for more healthy behaviours to replace some of the less healthy behaviours that are currently the norm in some communities and so reduce health inequalities. This approach is in line with the action identified in the policy review recommendations of the Health and Well Being Scrutiny Committee on Tackling Health Inequalities i.e. "*Organise training sessions on SDH [social determinants of health] and Health Equity for relevant staff, practitioners and policy makers.*"

Partners are currently identifying their capacity to deliver, matched funding and numbers to be trained. However the table below gives some indication of costs and funding:

Training Course	Length of Session	Cost per attendee	Maximum capacity to March 2011	Funding identified by partners	Funding partners (% of total)
Understanding Health Improvement	1 day	£125	216	£27,000	Wellness Programme /TPCT (100%)
Emotional Health and Resilience Workshops	0.5 day	£50	TBC	Up to £3,000 TBC	TPCT (TBC)
Introduction to Financial Capability – Helping your Clients	0.5 day	TBC	180	Full costs to March 2011	Washington CAB (100% funded through Barclaycard to March 2011)
Alcohol Brief Intervention	1 day	£82	TBC	TBC	TPCT (50%+ TBC)
Smoking Brief Intervention	0.5 day	TBC	TBC	TBC	TPCT (50%+ TBC)

At this stage the available information suggests that the costs to train **200 staff and volunteers** in each module between October 2010 and March 2011 would be approximately £72,000. Funding information currently available suggests that a substantial proportion of this will be available from partners. **Estimated** costs for 2010/2011 are as follows:-

Total Training Costs	Partner Funding	Area Committee Funding
£72,000	£52,000	<b>£20,000</b>

Further work in September will identify capacity of organisations to deliver training, confirm front line staff who can be released for training, identify monitoring mechanisms and a 'measure of success', identify future developments, i.e. the progression routes, and develop the 2011/12 implementation plan.

2. Tackling Health with SAFC brings together two programmes and a major resource commitment from SAFC to be deployed in Washington. The project provides a prolonged and sustained programme of activities over a 12 month period through

- Family Learning through Football Fitness.
- Fit for Football Programme.
- Active Bus.

The project aims to improve skills and relationships in the family, create a culture of learning for life, enable safe and healthy choices, divert young people from anti-social behaviour, promote integration and inclusion in the community and encourage active citizenship. A three pronged approach is developed – prevention, tackling health issues, and changing culture. **Prevention** works with primary age pupils, **Tackling Health Issues** works with young people and includes accreditations such as BTEC or Junior Sports Leaders Award, **Changing Culture** works with families delivering information enabling informed choice in relation to healthy lifestyles, diet and the benefit of exercise. The Family Learning through Football Fitness actively engages adults **and** their children and covers a range of topics including diet myths, basic anatomy, food tasting, the psychology of food and the benefits of and barriers to exercise.

From 1<sup>st</sup> January 2011 to 31<sup>st</sup> December 2011 SAFC Foundation will deploy a full time member of the Fit For Football team and a large proportion of a Family Learning Officer's time to concentrate on the Washington area only.

<b>Total project cost</b>	<b>£43,200</b>
<b>SAFC Foundation match funding</b>	<b>£21,600</b>
<b>Request for Area Committee funding</b>	
- Family Learning	£8,800
- Fit For Football	£12,800
<b>Total</b>	<b>£21,600</b>

In summary, the Marmot Review identifies the need to address all but the healthiest and most advantaged within the total population but states that actions should have a scale and intensity that is proportionate to the level of disadvantage. A recent review of life expectancy in Sunderland identifies the different life expectancies experienced in different neighbourhoods in Sunderland. In Washington, the neighbourhoods where life expectancy is not significantly higher than for Sunderland as a whole are as follows: -

- Barmston & Columbia.
- Concord, Sulgrave and Donwell.
- Rickleton and Harraton.
- Springwell Village.
- Usworth Hall.

It would, therefore, in line with the findings of the Marmot Report, seem sensible to prioritise the training of staff delivering services to these areas wherever possible. Similarly, the SAFC Foundation activities could also focus efforts in these areas.

The total cost of the project is £115,200, with £73,600 confirmed as match funding by partners. Area Committee is requested to consider both proposals and confirm if it is in general support of the project. This is a real opportunity for Washington to lead a new and innovative approach to tackling health inequalities and make a difference at a local level.

Area Committee is asked to note the contents of this progress report and agree in principle to support the approach being proposed and invite a SIB application to deliver the Washington Health Champions and Tackling Health with SAFC, to be presented to the next Area Committee.

## 2.2 Prosperous theme.

The Employment and Business Task and Finish Group have now met twice since the last Area Committee. An action list has been agreed, including gathering further information on the current reviews on Assisting People into Work, Enterprise, City Wide Employers Survey and WNS Project level evaluation which will provide evidence and highlight models of good practice previously funded. The following update is provided:

- A review of employability services and the impact of forthcoming policy changes and plans for the radical reform of the welfare to work system is presented for the Area Committee's consideration as **Annex 1b**. Members are requested to note the contents of the report and consider the recommendations contained within Annex 1b.
- A City Wide Employers Survey is to be commissioned to survey vacancies and demand for skills, across the City.

Once funding is confirmed the following timetable is proposed:

- August/September 2010                      Tender contract.

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|---------------------------|--------------------------|
| ○ October 2010            | Appoint contractor.      |
| ○ October – December 2010 | Research carried out.    |
| ○ January 2011            | Draft report & Analysis. |
| ○ February 2011           | Final report.            |

The Employment and Business Task and Finish Group proposes enhancing the scope of this survey to include a specific strand focusing on Washington. Members are requested to consider inviting a SIB application for this purpose.

➤ Washington Workspace.

It has long been identified that there is a demand, but limited provision, for start-up and small business accommodation in Washington. The very low percentage of small office space within Washington is something that needs to be considered and addressed. More recently, as part of the Working Neighbourhood Strategy Visible Workspace initiative, external consultants were commissioned to provide a development framework for visible workspaces that identified potential opportunities for development and provided a basis for strategic resource allocation.

The report highlights that Washington has a shortage of small workshops (0-100 sqm units) for start-ups and micro businesses. There has been very little office development in Washington. Most of the supply is larger suites (200 sqm plus) in multi-storey town centre buildings. However, conversely most demand is for units of less than 200 sqm from established firms. Washington Managed Workspace would bring in significant leverage from European Regional Development Fund (ERDF) whilst supporting good levels of businesses/job creation and that it is being developed and managed by Sunderland City Council, an organisation with a good track record of delivery.

However this type of accommodation remains unattractive for most developers and private property investors, as the costs of development are high and the security of income attaching to very small or start-up businesses is poor. The provision of the smallest areas of accommodation, under 30m<sup>2</sup> (323 sq. ft.) for offices and 50m<sup>2</sup> (580 sq. ft.) for workshop space is not generally considered to be an attractive proposition for the private sector. Therefore, there is a real need for public sector intervention to ensure this proposal can succeed.

After much discussion and exploration of alternatives, a total funding resource of £4m has been identified (WNF £2m – confirmed / ERDF £2m - at application). This would finance a facility of up to 4,000 sq.metres (dependant on end-use ratios) It could offer unit sizes of 50+, 75+, 100+, 250+ sqm on easy in/easy-out terms, more likely to be hybrid units that can be used for either office or workshop purposes.

The key next steps are:

1. Agree project management arrangements, including mandate, milestones, resources and schedule
2. To develop and seek approval of the ERDF Business Case to secure the remaining funding
3. Seek Cabinet approval to progress and implement the development
4. To develop the tender specification and supporting information library

2.3 Safe theme.

Anti social behaviour (ASB), misuse of alcohol and disorder, and the development of a safe environment are identified as key issues to be addressed.

- Three SIB funding applications are being presented to Area Committee to focus outreach work on ASB hotspots. Members are requested to note the applications for SIB as detailed in Annex 2 for Operation Horizon, Catch 22, and the Wheeled Sports Park.
- The Community and Safer City Scrutiny Committee Policy Review on Alcohol and ASB reported to July Cabinet and has made a number of recommendations.
  - Recommendations from the review to be incorporated into the Safer Sunderland Partnership (SSP) Anti Social Behaviour Strategy.
  - Options for a unified system of data capture be considered in order to improve the response of partners to ASB.
  - How to better identify potential victims of anti social behaviour be investigated.
  - Review the enforcement measures available to partners and provide all staff with guidance on the powers currently available to tackle anti social behaviour.
  - The City Council and its partners investigate options for improving the enforcement of environmental ASB.
  - Expand the Phoenix Project (Tyne and Wear Fire Service).
  - Expand XL Village concept.
  - Investigate options to introduce improved security on buses.
  - The City Council and its partners consider the extension of the Closed Circuit TV monitoring system.

Members are requested to receive a more detailed presentation with regard to the Sunderland Safer Partnership Anti Social Behaviour Strategy and Delivery Plan and the Alcohol Strategy Action Plan, to a future meeting.

#### 2.4 Attractive and Inclusive theme.

Washington Members have raised a number of queries with regard to 'neighbourhood vitality' issues, highways and community confidence. Seven SIP proposals have been submitted for approval to this meeting which address developing a safe environment, and making the neighbourhoods more attractive, inclusive and accessible.

#### 2.5 Learning theme.

A Sunderland Partnership Position Paper regarding Apprenticeships outlines the work of the Curriculum Group of the 14 – 19 Partnership, which has been requested to carry out research into apprenticeship opportunities in the City and consider viable options to develop plans to increase apprenticeship opportunities. Members are requested to note:

- BI-monthly meetings with the Council and the National Apprenticeship Service (NAS) have now been established. Future meetings will look at Apprenticeship opportunities/requirements arising from the developments linked to the Economic Masterplan. The group will review delivery on a sector by sector basis to identify whether the broad numbers allocated are reasonable, where there might be areas for improvement and where the gaps are in Apprenticeship opportunities and opportunities for growth. The first two areas to be considered for the September meeting are Retail (which has seen a significant decline in the number of 16-18 year old Apprentices over the last year) and Sports and Leisure Management (Sunderland has extremely strong Young Apprenticeship programmes in this sector but to date there have been very limited opportunities for progression into a Sports Post-16 Apprenticeship).
- The Young People's Learning Agency (YPLA) now directly funds general Further Education and Sixth Form Colleges and other providers of 16 – 19 provision. The Local Authority still maintains a strategic role and will remain responsible for "meeting the needs of young people by influencing and shaping learning provision through 14-19 partnerships and identifying gaps, enabling new provision and developing the market." The Council is currently working with the YPLA and NAS to produce performance data at

a Ward and Area level and will produce a commissioning statement which will include details about planned Apprenticeship provision by end of November 2010. A draft version of the statement will be made available to partners for comment before the statement is finalised.

- The North of England Civic Trust is planning to offer a Heritage Engineering Skills programme to young people aged 18+ who are interested in developing engineering skills in the heritage sector. The project aims to address identified heritage skills gaps in engineering and will provide work-based training opportunities for people who are keen to develop the practical skills associated with maintaining working industrial exhibits in museums and other heritage organisations across the North East. This provision is not accredited. The initiative, funded through the Skills for the Future Project – Heritage Lottery Fund, will fund the training of 24 young people – 8 per year for 3 years. It is understood the project will be similar to a bursary programme where the young people participating will be paid a bursary and provided with a placement in the north east (i.e. Bowes Railway, Beamish Museum). It is expected that young people will commence the programme from April 2011.

### 3. Financial Statement

- 3.1 A financial statement detailing all Community Chest, SIB, and SIP approvals up to July 2010 is attached as **Annex 2a**. There are 23 proposals for support from the 2010/11 Community Chest, 3 proposals to approve from SIB 2010/11, with 8 proposals to approve from SIP 2010/11. Members are requested to approve funding for proposals as detailed in the **Annex 2b** and to note balances remaining for the remainder of this financial year.

### 4. Recommendations/Options

4.1 Members are requested to:

- Note the contents of the report and agree next steps and actions detailed in **Annex 1a**.
- Note the content of the Health Inequalities Task and Finish Group Report and agree to invite a SIB application to deliver the Washington Health Champions and Tackling Health with SAFC.
- Consider recommendations contained within **Annex 1b**.
- Consider inviting a SIB application to enhance the city wide Employer's Survey.
- Approve funding for proposals as detailed in **Annex 2** and 3.1 above and to note the balances remaining for the remainder of this financial year as detailed in **Annex 2b**.

### 5. Appendices

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| 5.1 | Annex 1a: | Community Action: Review Progress  |
|     | Annex 1b: | Delivering the work plan: employment and enterprise services                 |
| 5.2 | Annex 2 : | Executive Summary: Financial Statements and Funding Requests                 |
|     | Annex 2a: | Financial Statement  |
|     | Annex 2b: | Community Chest Applications and Summary of SIB and SIP funding applications |

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