

**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.

## **Sunderland North Area Committee**

**13 April 2010**

### **Report of the Chief Executive**

## **Sunderland North Annual Report 2009/10**

It was agreed in June 2009 that the April 2010 Area Committee would be dedicated to reflect on the work delivered, via the Local Area Plans, during 2009-10. To support this process the annual report has been produced focusing on the following areas:-

- The Area, people and place
- Safe theme and priorities
- Attractive and Inclusive theme and priorities
- Learning theme and priorities
- Healthy
- Prosperous
- Meetings and Governance
- Finance

Under the thematic headings a summary is provided outlining the achievements delivered and influenced by Area Committee.

### **The Area**

#### **People and Place**

The North area comprises the five electoral wards of Castle, Redhill, Southwick, Fulwell and St Peter's. The North area has its roots deep in the mining and ship building industry, with coal being mined in the area since Roman times. Coal continued to be the lifeblood of the area until the 1970s and 80s, with 4,645 jobs lost between 1971 and 1999, the majority disappearing in the 1980s.

The area is rich in culture and heritage, evidenced by St Peter's church, originating from the 7<sup>th</sup> century, Hylton Castle, a 15<sup>th</sup> century ruined castle, currently the subject of work to attract restoration funding, the National Glass Centre, where you will find glass making and displays of contemporary glass and the Stadium of Light, the home of Sunderland Associated Football Club. There is also the development of the riverside, seeing a nationally acclaimed Marina and Riverside sculpture trail.

We have the groundbreaking Customer Service Centre at Bunny Hill, offering a wide range of services, including one of the city's state of the art Wellness Centres. We have recently opened the Sunderland Aquatic Centre, the only 50 metre pool between Leeds and Edinburgh and the most environmentally friendly pool in the country. The Sunderland Aquatic Centre, developed by Sunderland City Council, is a first for Sunderland and the wider region. Despite all this, we still have significant health issues to tackle, in part a legacy of our traditional industries.

The area contains a number of distinct communities based on historical conurbations such as Southwick and Fulwell, together with large post-war estates such as Town End Farm, Hylton Redhouse and Hylton Castle. Situated in the area are the coastal resorts of Roker and Seaburn, while the nationally recognised Coast to Coast cycle way is completed by reaching the North Sea at Roker beach.

## 1. North Safe Theme

### Key statistics

Ward	All Crimes (per 1,000 pop)	% change from previous year	Burglary Dwelling (per 1,000 households)	Burglary Non-dwelling	Theft of Vehicles	Theft from Vehicles	Criminal Damage	Drug Offences
Castle Ward	70.9	0.96	4.7	4.2	1.8	2.6	26	2.1
Fulwell Ward	50.5	6.68	4.7	5.5	0.9	1.8	12.5	1.4
Redhill Ward	79.3	8.63	6.7	3	3.1	1.9	29.6	7.4
St. Peter's Ward	76.7	12.88	10.2	4.6	1.7	7.5	17.3	6.2
Southwick Ward	116.5	16.06	11.3	8.2	3.6	10.9	26.3	6.5
Sunderland	82.5	-3.30	8.9	5	2.5	5.8	22	4.2

The rates for each ward have been compared with the City average and highlighted as Green – better than the City, Amber – equivalent to the City, and Red, worse than the City. Although the overall crime rate in four of the five wards is lower than the City average, the crime rate in all five wards has increased since last year, whilst the City average has decreased.

### What we set out to do

The overall objectives identified were to reduce anti-social behaviour, including tighter control on sale and access to alcohol and to provide more police or community support officers on the street. At the July 2009 meeting the Area Committee discussed five specific priorities and allocated actions against them. Progress is monitored on all actions and reported at each meeting of the Committee.

### You Said

There should be tighter control on the sale of alcohol to under 21s.

### We Did

Using an evidenced based approach, responsive to intelligence gathered, a joint operation between Trading Standards and Northumbria Police was developed to carry out covert operations at times when sales of alcohol to young people are most likely (Friday evenings and weekends).

Further funding for Community Wardens to continue in the Castletown area was provided – the outcomes of this will inform a review to consider a possible Citywide approach.

The Castletown Gating order has been supported and alternative delivery mechanisms are being developed to make the project sustainable.

### You Said

Review current youth provision and provide access to more equitable services across the whole North area to provide more/better facilities for younger people.

### We Did

With the support and involvement of North Area Committee members, the commissioning procedure for allocating youth provider contracts has been reviewed. Now each ward has a guarantee of a minimum of three sessions of youth provision each week. An additional £300,000 has been secured from mainstream budgets to deliver mobile youth villages on Friday or Saturday evening in each area of the City. An operational group, consisting of agencies and elected members meet to oversee the planning of the mobile villages.

**You Said**

Provide a more visible police/Community Safety Warden presence.

**We Did**

Committee supported the continuation of Community Safety Wardens and Health Housing and Adult Services were identified to review the development a Citywide approach to the provision of such a service.

**You Said**

Strengthen relationships between the Police and the community to reduce fear of crime.

**We Did**

Area Committee now informally meet with Northumbria Police and share intelligence to ensure that the Committee's work supports the targeting of crime and appropriate police presence.

The Area Committee developed area newsletters through which local people were made aware of what support is available and what has taken place in their areas.

**You Said**

Target hotspots of disorder.

**We Did**

Health Housing and Adult Services have reviewed their provision of Anti Social Behaviour activities in order to provide more visible patrols, evening work and proactive work.

City Services Environmental Officers and Health Housing and Adult Services Anti Social Behaviour officers are exploring more joint working to increase effectiveness and avoid duplication.

**You Said**

Monitor the use of CCTV cameras and explore further need.

**We Did**

Area Committee receive regular updates from Northumbria Police regarding hotspots of disorder and successful operations. Regular informal meetings are held to inform members on issues involving surveillance and crime. Development of further CCTV cameras have been incorporated into the application for Seafront Improvements as part of the Strategic Investment Plan (SIP) contribution from St Peters and Fulwell wards.

**Other Achievements**

- Area Committee provided £14,758 of SIB funding to deliver the Phoenix Project which is being delivered by the Fire & Rescue Service and aimed at young offenders or young people at risk of offending.
- A Community Payback Scheme has been developed with the Youth Offending Service. Area Committee have identified locations for clean up programmes.

**2. Attractive and Inclusive Theme****What we set out to do**

The key aims of the Attractive and Inclusive priority areas were to make the streets and environment more attractive, and to improve housing and residential areas. At the Area Committee in July 2009, seven specific priorities were discussed and an action plan was developed.

### **You Said**

Improve areas of overgrown and run down land.

### **We Did**

The “Responsive Local Services” Project has been developed. The project is focusing on tailoring five key service areas relating to crime and grime. Area Committees will be involved in identifying the level of services required for clarifying ownership and improving areas of overgrown and run down land.

### **You Said**

Reduce fly tipping and improve cycle paths.

### **We Did**

Following local concerns, a budget allocation of £100,000 capital was agreed at Cabinet to clean up cycle paths and prevent fly tipping. In-depth research was conducted utilising the recent Leader ward visit feedback, customer requests and complaints and also inspections undertaken by Environmental Services operatives, as part of their enriched roles to develop the proposed programme for the North area of Sunderland.

Cycle Path improvements were completed to increase opportunities for take up of cycling, raise participation and increase perceptions and satisfaction by reviewing key cycle paths across the area. The programme was completed in partnership with the Sunderland City Council’s Cycle Network/Public Rights Of Way Officer. A variety of works were included within the programme, including pruning of vegetation, thinning of plantation, tree and shrub removal, graffiti removal, improved directional signage, repairs to access barriers and barrier installation, painting, hard surfacing repairs, litter and dog bin installation and installation of columns to which CCTV equipment can be mounted as required. The Public Rights of Way Officer secured agreement with ONE North East, Sustrans and English Partnerships in relation to route maintenance continuity on the sections of the city cycle network in their ownership.

Fly tipping Interventions were also implemented. A variety of works were completed, including removal of fly tipping, tree and shrub removal, strimming grassed areas and installation of columns to which CCTV equipment is mounted as required, knee rail fencing, barriers, fencing and bollards; advisory notices/signage were erected and additional patrols undertaken by Enforcement and Environmental Services staff are regularly carried out to gather and preserve any evidence that may lead to prosecution of offenders.

### **You Said**

Tackle environmental issues (for example, dog fouling/graffiti/litter).

### **We Did**

As well as the first phase of Responsive Local Services, City Services are using local intelligence to reappraise their service provision and ensure that local priorities are being met. The service is undergoing a significant review of its services in order to meet the Area Arrangements challenge:-

- Establishing a performance management framework covering the five key service areas.
- Service performance analysis on litter presented an area level, using a GIS mapping tool.
- Conducted a restructure within City Services, resulting in an identified Street Scene Manager per area being appointed to lead of the RLS, building relationships within communities to improve performance of locally delivered services, ensuring services are efficient, effective and able to respond to local needs and concerns.

- Improved communication: promotion of Neighbourhood Help Line; Staff Reporting Line; promotion of positive stories; Cabinet agreed Service Standards.
- A subsequent piece of work is being developed to map all land owned by the Council onto a GIS web enabled database. This will allow all staff and members to access information in relation to ownership of land, including present maintenance arrangements.
- Further services are to be included in this development: Highways maintenance and environmental enforcement.
- Gentoo have agreed to review joint working arrangements in relation to customer service requests and enquiries, land ownership, and area agreement work already undertaken.
- Aurora Street Lighting Ltd have been trained to access service requests via our council customer contact system, enabling service requests received by the Council can be referred directly to Aurora for immediate action.
- Street scene staff are reporting street lighting and signage issues to Aurora directly via the Staff Reporting Line and supporting them with Emergency Service requests such as dangerous columns.

### **You Said**

Improve the sea front and St Peter's riverside.

### **We Did**

The North Area Committee funded a Sea Front project with £32,000 Strategic Initiatives Budget and £96,000 Strategic Investment Plan funding that will deliver a first phase of improvements to the public realm at Seaburn, including new seating and bins outside of the Seaburn Centre and along the lower promenade, new seating along the sea wall south of Seaburn shelter, the addition of a granite edge to grass verges to create informal seating.

New street furniture is being provided to make the area more aesthetically pleasing and landscaping to improve the run down appearance of the seafront which detracts from the natural beauty of the area.

### **You Said**

Reduce empty properties and invest more in residential areas.

### **We Did**

Individual Area Action Plans are being developed regarding empty properties in the North area. Gentoo's Renewal Plan has already seen the building of 51 new properties in the Carley Hill area and 45 bungalows in Castletown. New homes have been provided at Lea fields (the former Southwick site) with a total of 137 homes becoming available, 115 to rent and 22 for sale. Working in partnership with the Council, there are plans to build around 150 new homes for rent and sale at Castletown.

### **You Said**

Increase partnership working with private landlords/tenants.

### **We Did**

The Accredited Landlord Policy is being reviewed in 2009/10 and a new policy is to be agreed.

### **You Said**

Promote heritage and existing attractions (eg. Fulwell Mill, Hylton Castle and St Peter's church).

### **We Did**

£12,110 SIB funding was provided by the Committee to further develop a business plan so that an application can be made to the Heritage Lottery Fund for the restoration of Hylton Castle and Dene.

The Area Committee also provided £15,000 SIB funding to enable the re-enactment of the battle of Boldon Hill at Hylton Castle to take place in August of 2010. It is likely that this will attract thousands of people to the area and generate significant heritage interest in Hylton Castle and the City.

### **Other Achievements**

- SIB funding of £3,800 was provided for a local History Fair providing a showcase for Sunderland's local history organisations and attractions. The event was open to all groups and organisations interested in promoting our heritage through their activities. It provided, under one roof, a unique opportunity for the general public to appreciate the diversity of the active organisations in the region, also providing a personal contact for individual interests.
- Local Community Wardens are developing a project for potential bonfire celebrations at Hylton Castle for November 2010.
- A tree planting scheme has enhanced the environment at Southwick primary school.

## **3. Learning Theme**

### **What we set out to do**

The key objective identified was to provide better support for children and young people, focusing on raising aspirations, providing non academic support and youth provision.

### **You Said**

Provide non academic support for children and young people.

### **We Did**

An anti-bullying strategy group has now been established to look at provision, policies in school and initiatives across the Area. A pilot programme will be developed based on information gathered.

### **You Said**

Specialist and generalist youth provision should be available for all wards.

### **We Did**

Members of the Committee took part in the development of ward based contracts for youth provision. The new contracts will be implemented from April 2010 and will be more needs led. The XL Youth Village was delivered at sites within the North Area.

A review of service provision within the Downhill Sports Complex is being considered by City Services. The Consultation Report on Football, Play and Wellness is accounting for developments of the site and when agreed will allow for an integrated development at the site. Community Chest has also provided for investments to improve public seating within the site.

A review of current policy for the community use of school facilities outside of school hours is being undertaken.

### **You Said**

Raise aspirations of children and young people and their families.

### **We Did**

A review of Family Adult and Community Learning (FACL) was requested to explore new ways of identifying and appointing providers of family learning to meet the needs of local communities. Procurement systems are now being reviewed to ensure the provision meets local demand.

### **You Said**

Raise attainment levels and skills of young people.

### **We Did**

This issue has been escalated to the 14-19 partnership to review the apprenticeship opportunities and greater public sector commitment to the creation of more full apprenticeships being required.

### **You Said**

Provide access to educational activities for adults.

### **We Did**

The review of Family Adult and Community Learning (FACL) has accounted for the access to educational activities for adults.

### **Also Achieved**

- The ABOUT project received £23,685 SIB funding to bring young people together in a learning and supportive environment. They worked in forums with the Primary Health Care Trust, Gentoo housing, schools, appropriate departments of the local authority such as Parks and Play, Youth development, Regeneration and Planning as well as with the local councillors and MP for Sunderland North, The young people also built on the work of the Southwick Hacks newspaper.
- £23,500 of SIB funding was granted to Kickz, based at the Seaburn Leisure Centre, engages the hardest to reach young people in a unique range of sporting, educational and community activities enabling them to challenge and develop themselves so finding their place within their community and reaching their true potential.

## **4. Healthy Theme**

### **What we set out to do**

The key focus for the Healthy theme was to provide better support for older people and provide an evidence base to identify further health priorities.

### **You Said**

There should be adequate support for vulnerable adults and that independent and safe living should be supported.

### **We Did**

Health Housing and Adult Services are identifying groups and individuals who are “at risk” and will be supporting agencies to work with the Area Committee’s priorities and develop daily living solutions.

### **You Said**

There should be easier access to GP and hospital services.

### **We Did**

The Teaching Primary Care Trust (TPCT) are developing a programme to ensure that there is an increase in targeted individuals accessing specific health services in the North Area.

### **You Said**

Support services for people with mental health issues and dementia should be provided.

### **We Did**

The Joint Needs Assessment for the City provides for an increased focus on mental health and well being and the need to embed an approach to early identification of dementia for adults has emerged.

The TPCT have developed a mental health and well-being strategy across all organisations, including links to work on positive approaches. The Wellness programme through the Bunny Hill Centre is also providing for a preventative and supportive role for participants of their programmes.

### **You Said**

An evidence base to inform future health related interventions should be developed.

### **We Did**

The Committee received a presentation from the TPCT providing evidence of local health concerns in the North Area. The information provided in the presentation is being further updated.

## **5. Prosperous Theme**

<b>Ward</b>	<b>% claiming out of work benefits</b>	<b>% claiming incapacity benefits</b>	<b>Unemployment rate</b>	<b>% of children living in poverty</b>
<b>Castle Ward</b>	23.09	12.44	10.2	30.4
<b>Fulwell Ward</b>	9.3	5.8	3.9	4.3
<b>Redhill Ward</b>	27	14	12.7	36.6
<b>St. Peter's Ward</b>	15.24	8.38	6.8	15.2
<b>Southwick Ward</b>	26.96	15.41	13	45
<b>Sunderland</b>	19.4	10.9	8.4	26.5

The rates for each ward have been compared with the City average and highlighted as Green – better than the City, Amber – equivalent to the City, and Red, worse than the City.

### **What we set out to do**

The main objective within the prosperous theme was to promote and develop unused business units, attract new businesses and help people to get new or better jobs.

### **You Said**

Negative perceptions of the area should be countered and that the strengths of the area should be developed.

### **We Did**

A detailed report on what was happening in the North Area was provided to Area Committee and it was agreed that Sunderland arc would provide progress reports/further information to Area Committee regarding current and future activities when available, together with the results from the 'Visible Workspace' project.

### **You Said**

We should provide co-ordinated advice and support to businesses.

### **We Did**

We connected to the Working Neighbourhood Fund programme, which brought approximately £30m of funding to the City over three years from 2008/9 and encouraged an area perspective to be considered when commissioning projects. This resulted in an initiative called Enterprise Talent Scouts and Business Start Up in the North and throughout the City, being funded via WNF. This involves the Scouts targeting new potential entrepreneurs and supporting them on the route to setting up in business.

### **You Said**

Co-ordinate the work of advice and business support agencies.

### **We Did**

The primary aim of the Business Investment Team (BIT) is to ensure improvements in economic prosperity in the City through encouraging business growth, development and investment. To achieve this aim, the team:

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

Between April and December 2009, 19 businesses in the Sunderland North Area successfully applied for financial assistance from the BIT to implement business growth plans, creating a potential 164 new jobs. This represented 28% of the applications for that period.

### **You Said**

We should work with employers to develop relevant training packages to meet skills shortages.

### **We Did**

Funded through Working Neighbourhoods Funding, the Working Links part of the Job Linkage Service is working closely with employers to ensure that job vacancies can be matched with skills development to ensure employment training is appropriate for the vacancies both current and anticipated.

SAFC Foundation is working in partnership with the Department for Work and Pensions (DWP) and Job Centre Plus targeting people over 18 who are not in work or training. The programme began in October 2009 and will run for an initial 18 month period. SAFC Foundation is consulting the North East Chamber of Commerce and Job Centre Plus to identify occupations where there are skills shortages and to invite employers to engage with course participants.

Health, Housing and Adult Services (HHAS) have developed a service model for vulnerable adults to prepare them to a point where they are ready for employment, and aims to support employers to enable vulnerable people to enter/remain in employment.

### **You Said**

We need to provide in-work support to those gaining new jobs.

### **We Did**

Included in the extended Job Linkage service, in work support is prioritised through Working Neighbourhoods Funding. All projects funded via WNF offering specialist support for example to those leaving care, offer continued support to clients for a period of six months after they have gained employment.

Welfare rights advice is being given by Sunderland City Council and partners funded by the Council in relation to benefits, in-work benefits, housing and debt issues.

The Housing Options Team at Sunderland City Council have five resettlement workers across the City who will work with Job Linkage to provide support to clients who have housing problems. This is to ensure they do not lose their home which would affect their ability to gain/stay in a job.

Health, Housing and Adult Services (HHAS) are working with Remploy to support people with disabilities into employment. The project aims to co-ordinate the employment and social care needs of individuals to ensure they are better supported.

HHAS are delivering a WNF project focusing on supporting people with mental health needs into employment. The project also supports clients to remain in sustainable employment.

The Libra partnership, a network of advice organisations, offers financial advice and support.

### **You Said**

We should provide access to educational activities for all adults and raise aspirations and skills in relation to employability.

### **We Did**

A review of locally based adult learning is being undertaken via the Learning theme. The Economic Prosperity Group representative will also escalate the issue via the Prosperous theme.

### **You Said**

Co-ordinate approach to enterprise support and development.

### **We Did**

The North-East Business Innovation Centre (BIC) is located in the North and is one of the leading enterprise agencies in the United Kingdom. The BIC is an organisation which exists to service businesses of all sizes at all stages. The team of experienced advisers help hundreds of businesses to start up each year, and the 14-acre BIC site can accommodate over 160 companies in purpose-built offices and work spaces. They also offer an array of technical resources and support services, as well as quality meeting / conference facilities fitted with the latest video conferencing equipment.

Established in 1994, the facilities have grown in line with the needs of industry and include specific incubator units to help nurture aspiring businesses.

In terms of Business starts, the Enterprise Activity of partners has supported the start up of 9 new enterprises, including an artist, an entertainer, a design consultant and a builder.

## **Also Achieved**

- £11,543 was provided to a two-year project named Community Leaders of the Future a project that included a high profile citywide competition open to all secondary and special schools with a key theme of volunteering whilst developing both key employability skills, work readiness and entrepreneurship on participating young people . In particular the programme aims to develop young people's work readiness and employability skills, foster a sense of entrepreneurship and an understanding that volunteering makes a real difference to everyday life across the city and that young people can be positive about giving freely of their time and energy as a preparation for adulthood and citizenship.

## **6. Area Committee Meetings and Governance**

### **Membership**

The meetings are chaired by Councillor Richard Bell and the Vice Chair is Councillor Rosalind Copeland.

Each Area Committee has a Sunderland City Council Executive Director as its Area Lead Executive (ALE). The ALE reinforces the strategic importance of the area dimension to the Council's policy and planning framework, and in particular will reinforce the importance the Council places on enhancing community governance, aligning resources and activity and improving public service delivery at a local level. The ALE for the North Area is Ron Odunaiya.

There are now named representatives from each of the Local Strategic Partnership Delivery Boards. This is to ensure a consistent, two way flow of information between Citywide and Area based working under each of the five thematic areas. Partner organisations represented at the North Area Committee are:

Northumbria Police  
Tyne & Wear Fire and Rescue Service  
Gentoo  
Sunderland Teaching Primary Care Trust  
Nexus  
Sunderland arc  
City of Sunderland College  
Voluntary and Community Sector

A North Area Network has been established to represent the Voluntary and Community Sector in area working. Three nominated representatives from the Network attend Area Committee.

There are a number of nominated officers from Council Directorates who attend meetings to give input and carry out actions relevant to their own area of work within the Council.

### **Meetings**

The Committee met six times during 2009-10, this being the seventh. Attendance levels of elected members has been consistently high throughout the year with an average of 11 out of 15 members attending each meeting. Officer attendance has also been consistently high with an average of 12 officers attending meetings and there have been an average of 5 partners in attendance. Attendance from the public has been poor although there have been attendances at the last three meetings.

Area Committee now has a standard agenda for each meeting to ensure that only issues which are of importance to the North Area Come forward for discussion.

- Questions to Area Committee have been introduced at the beginning of meetings. There have been no Questions to Area Committee at the Coalfield meetings. The process is being reviewed by Democratic Services.
- At each of the usual business meetings, one of the five strategic themes has been the main agenda item for discussion and action. This agenda item has therefore been given priority and more time allocated to it.
- A thematic feedback report is presented to give updates on themes previously discussed. Performance updates are reported during this part of the meeting.
- Financial reports include applications for SIB and SIP funding. Area Committee receives a summary of each project with a recommendation whether to approve, defer or reject the application. Extensive consultation is carried out outside of Area Committee in order to inform recommendations. This has reduced time taken to discuss this item at meetings.
- Consultation items, of relevance and interest to the area, are presented to gain feedback and information from a local perspective.
- Information only items are not formally presented and do not form part of discussions.

Standards for Area Committees have been developed and a set of guidelines are available for those presenting reports or carrying out consultation. As a result there are fewer pages and reports are tailored to reflect information at an area level. The average numbers of committee papers this year was 48, compared with 100 for last year.

The duration of Area Committee meetings during the last year has reduced from approximately two and a half hours to one and a half hours. Although the time management of agenda items has improved there is still a need to be more focused and reduce the amount of issues discussed at each meeting.

SIB, Community Chest and SIP Governance and application processes have been revised to ensure funding applications are specific to the area and meet priorities identified by Area Committee.

### **Building the Infrastructure of Meetings**

An Area Committee Handbook has been developed to outline the aims and objectives of the Committee, and also individual roles and responsibilities. The Handbook will be published in June 2010.

The 'Councillor Call for Action' mechanism came into force on 1 April 2009 namely through the Police and Justice Act 2006 and the Local Government and Public Involvement in Health Act 2007. Such provisions provide Members with the opportunity to ask for discussions on issues where local problems have arisen and where other methods of resolution have been exhausted. At the same time work was also being undertaken to develop the Area Committees links with both Scrutiny Committees and the Sunderland Partnership, one of which was the ability to signpost and escalate local issues to the most appropriate body for resolution where appropriate as referred to in the current Area Review process. On a practical level a 'referral and criteria' mechanism will be considered by Cabinet for implementation in the new municipal year. This will enable escalation / re-direction of issues of local concern either raised by an Elected Member/Committee, member of the public or external partner to the appropriate body namely the Area Committees, the City Council's Scrutiny Committees and Sunderland Partnership.

A thematic feedback report is presented to give updates on themes previously discussed. Performance updates are reported during this part of the meeting. However, this has been an area of weakness and work is ongoing with the Performance Improvement Team to introduce a more meaningful performance framework in the new municipal year.

An Area Team has been established to support the work of the Area Chair/Vice Chair and Area Committee. The team consists of:-

- Area Officer
- Area Community Development Co-ordinator
- Communications Link Officer
- Democratic Services Officer
- Policy Officer (Inclusion)

## 7. Finance

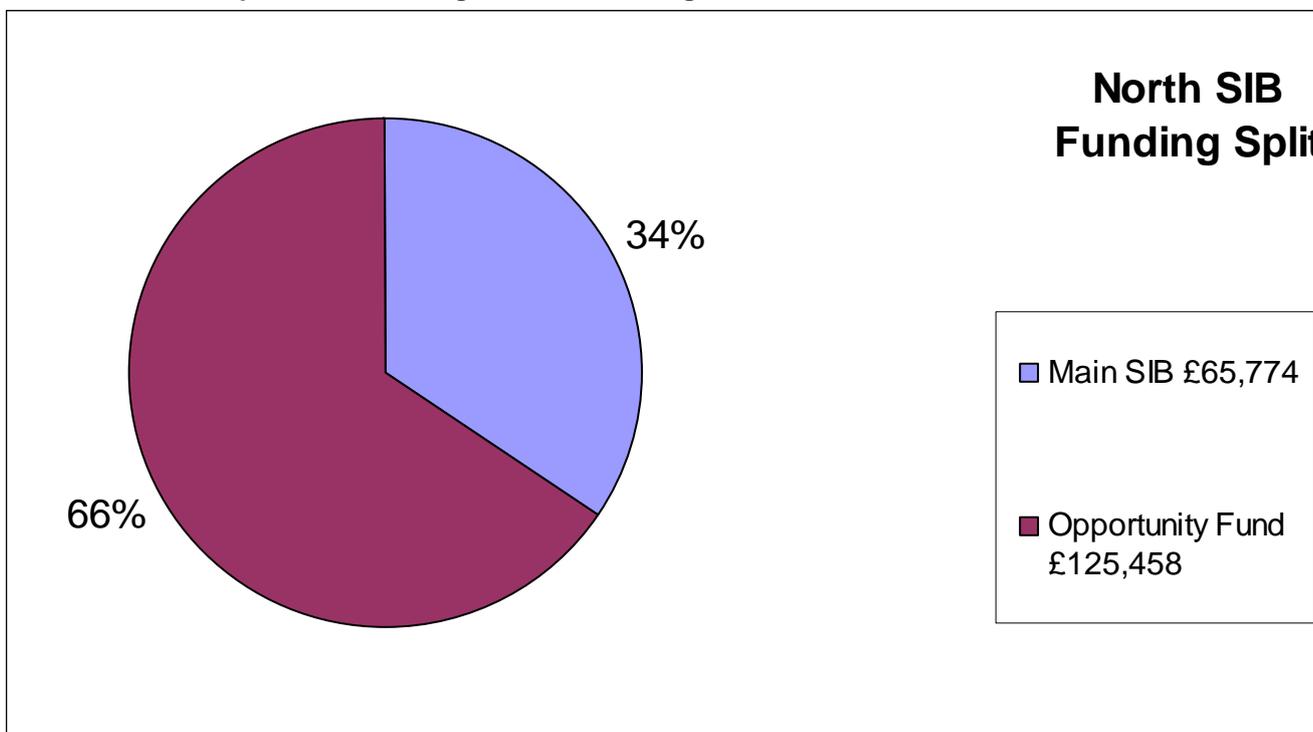
### SIB (Strategic Initiative Budget) Proactive Allocation of Funds

Under the revised governance arrangements for SIB, resources are allocated against the priorities outlined in the Local Area Plan. At the beginning of the municipal year, Area Committee set out to allocate a proportion of SIB funding by proactively identifying projects to deliver against agreed priorities and commission services to meet local need (main SIB budget). The need to be flexible and responsive was also important and therefore Committee were receptive to organisations also identifying need and gaps in line with the priorities in the LAP and applying for funding to deliver against these priorities (opportunity fund). The breakdown is shown below.

From a total budget of £ 288,548, £191,232 has been allocated leaving a balance of £97,316 to be carried over to 2010/11. The Committee agreed to 80% of its allocation as a 'Main Fund' to solicit bids to meet priorities with the remaining being an 'Opportunities Fund' to enable the committee to receive unsolicited bids that meet priorities.

The funding split is shown below:

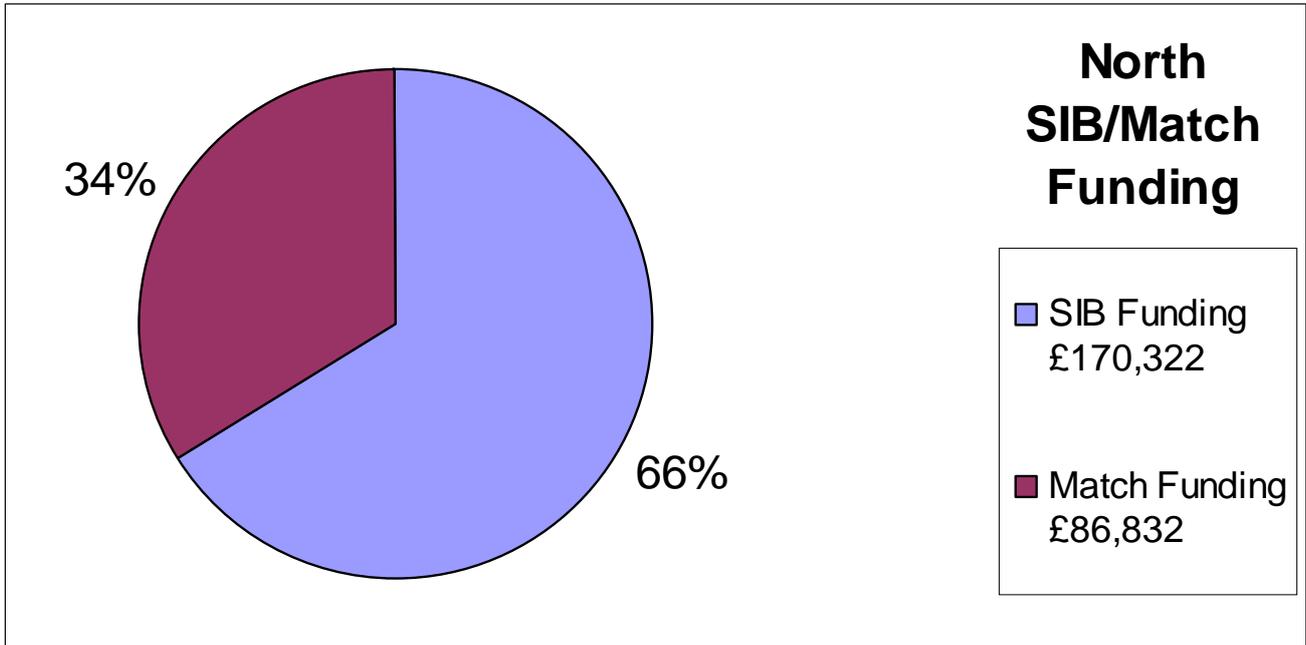
**Table 7.1: Actual split of SIB funding awarded totalling £191,232**



### SIB Match Funding

One of the aims of SIB funding is to attract match funding from other sources in order to maximise the benefits to local projects and communities. The percentage of matched funding is shown below.

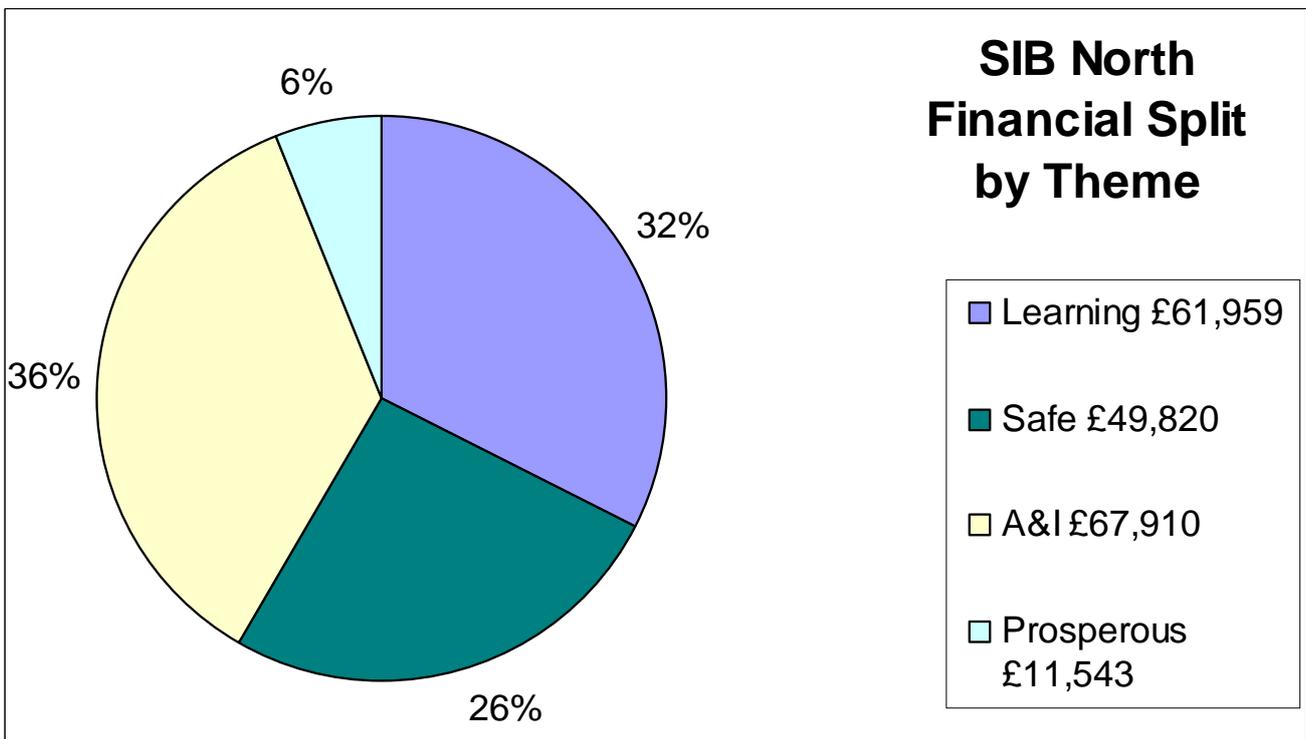
**Table 7.2: Match funding secured into Sunderland North via SIB funding**



**SIB Thematic Breakdown**

The allocation of funding by theme is shown below:

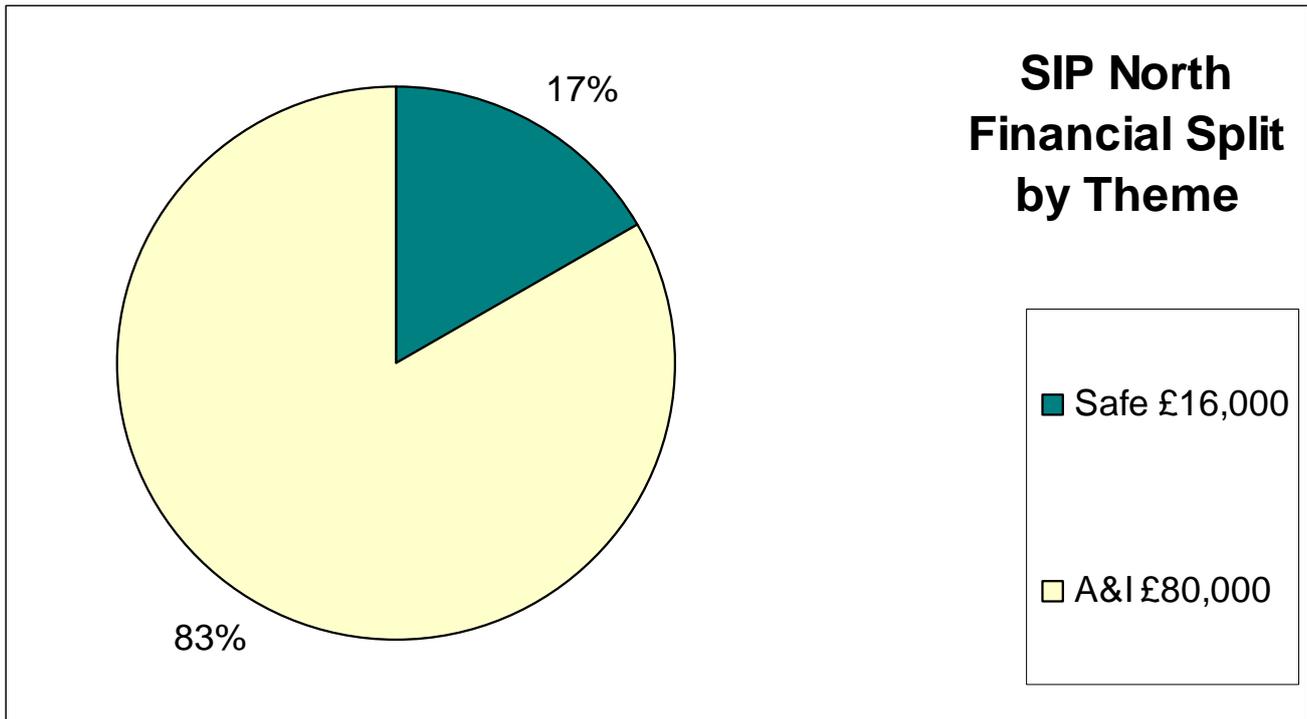
**Table 7.3: SIB North Financial Split by Theme**



**Strategic Investment Plan**

A one off budget of £266,540 SIP was available for 2009/10. A total of £96,000 has been allocated, leaving a balance of £170,540 to be carried over to 2010/11. The remaining SIP budget must be fully expended by 31 March 2011. As identified in the strategic objectives, this budget is available to make physical improvements to the area and therefore the majority of this spend has been allocated within the Attractive & Inclusive and Safe themes. A breakdown of SIP is shown below.

**Table 7.4: SIP North Financial Split by Theme**

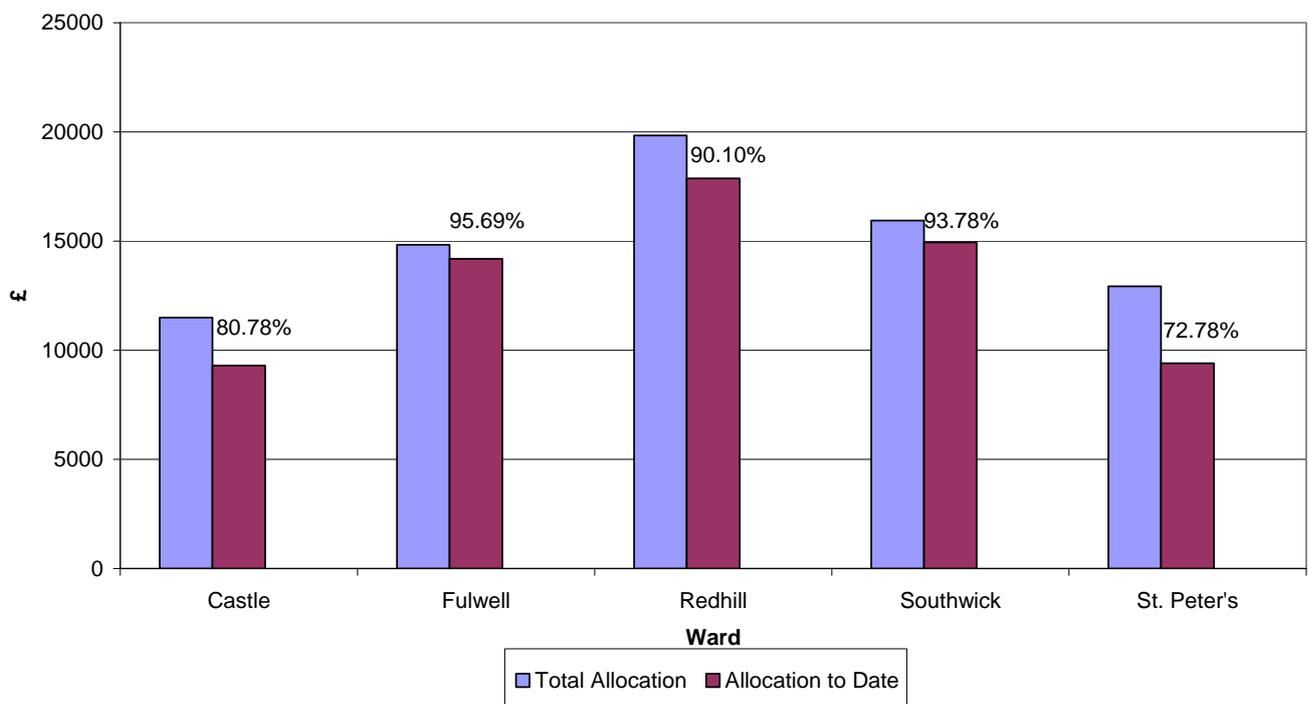


**Community Chest**

A budget of £75,020 was available for 2009/10. A total of £43,050 has been allocated, leaving a balance of £31,970 to be carried over to 2010/11. Allocation by ward is shown below.

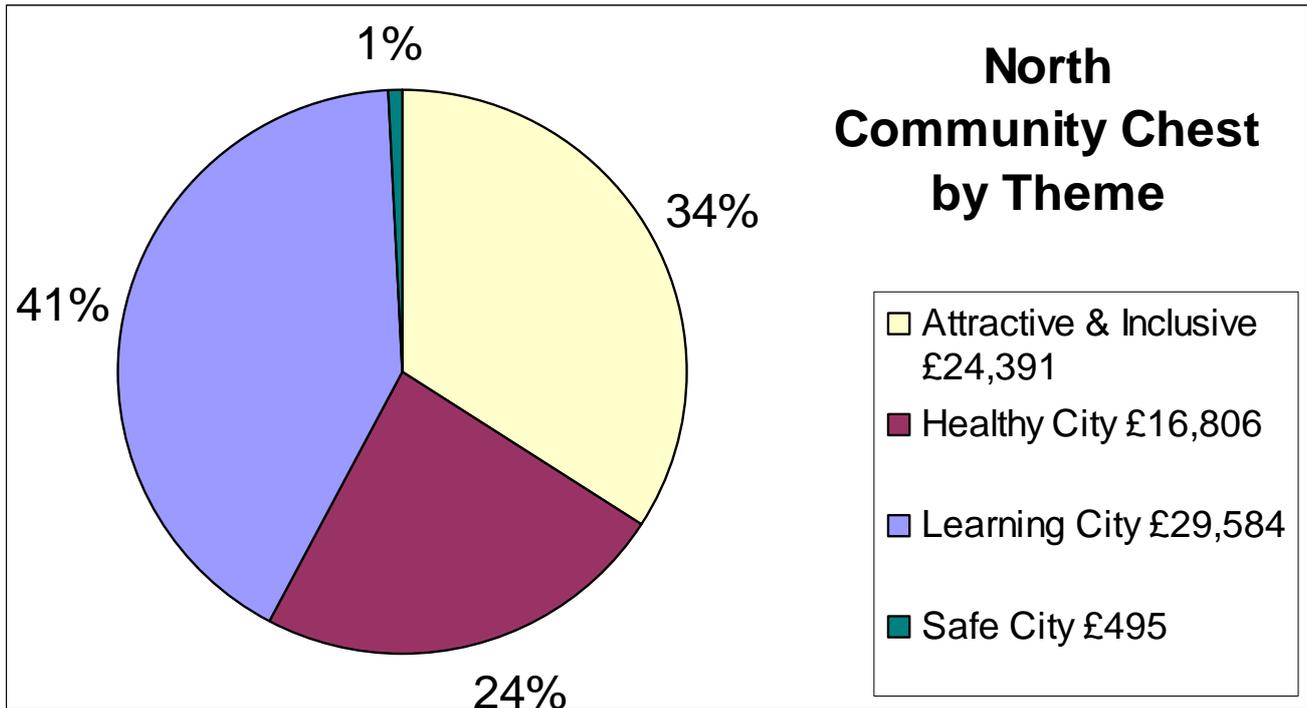
**Table 7.5: Community Chest allocation at a ward level**

**Sunderland North Area Committee**



All projects funded by Community Chest are assessed against the thematic priorities in the Local Area Plan. The amount allocated to each theme is shown below.

**Table 7.6: Community Chest thematic breakdown**



Community Chest is allocated against the themes within the Local Area Plan and this has supported 109 community projects throughout the West Area.

### **8. Summary**

The Annual Report and supporting information will 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.

### **9. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreement Delivery Plans
- West Local Area Plan
- West Area Committee papers

### **10. Contact Officer:**

Dave Leonard, Acting Area Officer for North

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## **North Area Committee**

13<sup>th</sup> April 2010

### **Report of the Chief Executive**

#### **North Area: Towards a new work plan**

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

1.1 At its meeting in July 2009, the Committee agreed its work plan for the 2009/10. It was agreed that the April 2010 meeting would consider the committee's 'Annual Report' and also begin the process of identifying work streams for 2010/11 year. These work streams will then be finalised by committee into a new work plan for the year.

1.2 The next committee meeting in June will decide on the work plan for the next municipal year. This report will highlight possible options for consideration at the June meeting.

##### **2. Description of Decision (Recommendations)**

###### **2.1 Area Committee is recommended to:**

- Examine Local Area Plan priorities and to focus the efforts of the Area Committee on areas where they can make a real difference;
- Agree to the principle of a limited number of priorities (suggest up to six), to include Responsive Local Services, to form the 2010/11 work plan, which will be agreed at the June work plan meeting;
- Examine the governance processes to ensure they can deliver the committee's programme and priorities.

##### **3. Background**

3.1 The Annual Report provides a snapshot of the committee's work over the 2009/10 municipal year. Whilst there are a number of major achievements, 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.

3.2 The improvements suggested for consideration 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 and feedback from members and partners.

##### **4. Refreshing Local Area Plans and priorities**

4.1 The suggestions below can form the basis of discussion at June's meeting and assist the committee in deciding upon the areas and actions its work plan should focus on.

- Safe:
  - Antisocial behaviour
  - Increase confidence and trust levels in the community
- Attractive and Inclusive
  - 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
- Learning
  - 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

- Healthy
  - 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.
- Prosperous:
  - Support enterprise and entrepreneurship

## 5. Process

It is proposed that Area Committee discuss and agree a limited number of priorities (suggest up to 6), where they can make a difference, to address in 2010/11. Members will receive information that will build a picture of key facts and current services on priorities currently identified in the LAP. As well as June's Area Committee agreeing priorities, Lead Agents will be named against each priority. Lead Agents will ensure that the project is delivered, actions are allocated and measurable, monitored and provided with feedback to the Area Committee, linking into the Area Officer throughout the process, ensuring a central point of collection of information.

It is proposed that a series of 'Task and Finish' groups be established per priority action and should include elected members and partners. These groups will support the Lead Agent in delivering against the priority using problem solving techniques as necessary.

Actions identified and agreed during 2009/10 will also be progressed until all actions are resolved/complete. Feedback will be given to Area Committee as part of the performance and feedback reports.

## 6. Committee Governance

- 6.1** It is proposed to reduce the length of reports presented to Area Committee. Additional or supporting papers will be sent separately via e-bulletin.
- 6.2** Recommendations in reports will be replaced with a list of options, along with key strengths and weaknesses against each option. Committee will be asked to discuss options, with all members (including partners and officers) asking questions, informing debate and agreeing the preferred option to implement.
- 6.3** It is proposed that agenda items on which Committee do not have to make a decision will be classified as 'information only' and not discussed at Committee; instead these updates will be circulated with the planned e-bulletin.
- 6.4** The above measures to be discussed at the June meeting are designed to focus the work of the committee on deliverable actions, ensure meetings last a maximum of two hours and help towards encouraging residents to become involved in influencing decision making.

## 7. Funding Governance

- 7.1** To further the process of greater focus on actions that deliver the objectives of the LAP, it is proposed that funding governance for SIB should be adjusted. Consideration could be given to the following:
- Aligning a percentage of funding against priorities;
  - Re-design the application form to reflect the area's priorities;
  - Authenticating internal applications, via seeking approval from the Executive Director and relevant Portfolio holder before approaching Area Committee's budgets.

## **8. Background papers**

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

**9. Contact Officer:** Dave Leonard, Acting Area Officer for the North Area  
0191 561653, e-mail [dave.leonard@sunderland.gov.uk](mailto:dave.leonard@sunderland.gov.uk)