

3<sup>rd</sup> December 2014**REPORT OF THE CHAIR OF THE PEOPLE BOARD****People Board Progress Report****1 Purpose of Report**

- 1.1 To provide an update of progress against the current year's (2014/15) People Board Work Plan.

**2. Background**

- 2.1 Earlier this year the Local Area Plan's priorities associated with People were referred to the West People Board to action on behalf of the Area Committee. The People Board continue to initiate action on those priorities and **Item 3 Annex 1** outlines progress to date.

**3 Area Governance Arrangements**

- 3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-
- a. Influencing decisions on services delivered at a local level; and
  - b. Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensures maximum impact where necessary through utilising its own resources.
- 3.2 Area Place and People Boards were set up to support the Area Committee in identifying areas of priority and ensure action in line with those priorities.
- 3.3 Each ward has one elected member representative, whose role it is to liaise with their ward colleagues in between meetings and feedback collective views into the Board meetings. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that the Board is not a decision making body and the work / recommendations of the Board will be presented to the Area Committees for final endorsement. Elected member representation on the People Board for this Area Committee is as follows:-

Ward	People Board Membership
Chair	Cllr Rebecca Atkinson
Barnes	Cllr Lee Martin
Pallion	Cllr Celia Gofton
Sandhill	Cllr Mary Turton
Silksworth	Cllr Pat Smith
St. Anne's	Cllr Susan Watson
St Chad's	Cllr Gillian Galbraith

**4. Key Areas of Influence/Achievements up to 30 November 2014**

- 4.1 Outlined below is a summary of the key areas of influence / achievements of the West People Board up to 30 November 2014.

Action Taken	Outcome
<b>Influence: People</b>	
<b>Youth Contract Performance and future delivery</b>	
	<ul style="list-style-type: none"> <li>• Following previous consultation, the People Board members were provided with an update on the process to develop and move forward youth contract provision</li> <li>• Based upon the performance information collated to-date</li> </ul>

	<p>and the need to secure further financial efficiencies from April 2015, consultation with elected members and youth providers has been critical to understand where delivery can continue to be improved and delivered whilst at the same time reducing delivery budgets.</p> <ul style="list-style-type: none"> <li>Options are currently being developed for further consultation with the People Board in January 2015, which may include the reduction of accredited outcomes to enable preferred delivery options to be maintained, whilst reducing unnecessary measurement and reporting requirements.</li> </ul>
<b>Influence: Health and Wellbeing</b>	
<b>CCG Joint Working</b>	
	<ul style="list-style-type: none"> <li>Presentations have been prepared for delivery to all GP Practices across the West to provide clear information in relation to the Area Committee's priorities, the potential for joint working with the West VCS Network</li> <li>A named Social Worker will soon be named for each GP practice and in the meantime a full resource pack has been developed to be shared with GP's which enable practices to sign post effectively into social care</li> <li>The Locality Manager from Children's Services has met with all GP's across the West and updated them on the Strengthening Families operating model as well as the opportunities available within Children's Centres</li> </ul>
<b>Influence: Local Multi-Agency Partnership (LMAPs)</b>	
	<ul style="list-style-type: none"> <li>A presentation was presented to the People Board to explain the LMAP's process and asked the members for their input in relation to further development of the LMAP function</li> <li>Members felt the West LMAP was strong and understood how they could link into the partnership to escalate community issues</li> <li>Members requested that the LMAP Annual Forward Plan be aligned with the West Area Committee priorities to enable added value wherever possible</li> <li>Members requested that the presentation be shared with the West VCSN to ensure communities were aware of and able to support the West LMAP</li> <li></li> </ul>
<b>Area Priority: Job Prospects</b>	
<b>Work Clubs</b>	<ul style="list-style-type: none"> <li>Members received an update on the Community Work Club delivery outputs alongside the fundamental requirement for mainstream delivery pathways to be utilised based upon the evaluation and lessons learned from this project</li> <li>Several meetings have been held between the DWP and the VCS to ensure lessons learned are shared and change is implemented</li> <li>Direct contact details have now been shared between the VCS and the DWP to enable inappropriate referrals to be escalated and remedial action taken to ensure clients are placed onto the correct pathway</li> <li>DWP staff have been trained to ensure clients are referred onto the correct support pathway and that advice offered is correct at initial point of contact</li> </ul>

	<ul style="list-style-type: none"> <li>• Benefit Advisers from the Council are attending the Community Work Clubs to ensure referrals are correct and re-signpost accordingly</li> <li>• The correct pathways for all client types are being developed and will be shared with VCS, elected members and officers to aid improved and longer term communication and joint working</li> <li>• Lessons learned from this project are also being shared with all areas to ensure the West project evaluation positively influences city-wide delivery and outcomes for the residents of Sunderland</li> </ul>
<p><b>Empowering Volunteers to continue to support</b></p>	<ul style="list-style-type: none"> <li>• The People Board were presented with a proposal, suggested by the current Community Work Club project, which would stand as a lasting legacy for the project</li> <li>• To ensure that our communities continue to be supported in relation to seeking employment, the VCS organisations delivering the Community Work Clubs wish to design and deliver a fully comprehensive training package which they could offer to a minimum of 15 venues in the West of the city</li> <li>• Each venue would have the opportunity to up-skill existing workers and volunteers on the basic knowledge that clients need to set-up a Universal Job match account including setting up emails, creating accounts and basic CV support. All training would be accompanied by a comprehensive pack that will include the tools and support to ensure on-going learning for volunteers and staff at each venue, including direct contact details for signposting including National Career Service, Job Centre Plus etc.</li> <li>• Organisations equipped with the training and pack would then be able to independently seek external funding to support their services if desired</li> <li>• The People Board agreed to submit a recommendation to the Area Committee in relation to Empowering Volunteers. The detail and application is contained within the finance report. <b>(Item 5 Annex 2)</b></li> </ul>
<p><b>West Intensive Recruitment Employment Support (WIRES)</b></p>	<ul style="list-style-type: none"> <li>• The Community Work Clubs have been approached by local employers who wish to work with the Community Job Clubs to develop a programme of Intensive Recruitment Support for the West of the city.</li> <li>• The Community Work Clubs would deliver two-week intensive pre-employment workshops covering interview skills, aptitude tests, group work, CV's and literacy &amp; numeracy skills as well as basic health and safety, to all the Community Work Clubs clients in the West Area of the City.</li> <li>• The People Board agreed to submit a recommendation to the Area Committee in relation to WIRES. The detail and application is contained within the finance report. <b>(Item 5 Annex 2)</b></li> </ul>
<p><b>14 – 16 Support</b></p>	<ul style="list-style-type: none"> <li>• The People Board continues to discuss support for young people aged 14 – 16.</li> <li>• Following the launch of the Sunderland Skills Strategy the People Board agreed that the scope for support should be reviewed to reflect the strategy to maximise outputs and</li> </ul>

	<p>benefits for young people in the West, developing strong relationships and partnership working between schools, VCS and our local businesses, to create longer-term successful opportunities for young people to raise and achieve their aspirations</p>
<b>Enterprise</b>	<ul style="list-style-type: none"> <li>• Delivery has been quick to commence with some early successes and three new companies in the West Area of Sunderland have already been established. Two mobile hairdressers and the second is a person providing handyman related services. Both have received bespoke start-up business support, two have received loans of up to £500 approved, to purchase equipment and all three have received specialist training. The project is going very well and there is confidence that the outcome targets of 10 new businesses established will be reached.</li> </ul>
<b>Area Priority: Health and Wellbeing</b>	
<b>Healthy Lifestyles</b>	<ul style="list-style-type: none"> <li>• The healthy lifestyles programme is progressing, with Farringdon Community Sports College supporting the programme by hosting and managing a healthy Lifestyles Coordinator, who commenced in post on 10 November 2014.</li> <li>• Work has been undertaken with FACL to identify those courses funded by Skills Funding Agency which can be used to support the programme with additional courses funded through the Area Committee.</li> <li>• The work plan for the Coordinator has been agreed, to ensure immediate outcomes are achieved and evaluated. A full update on delivery and progress to-date will be presented to the People Board in January 2015.</li> </ul>
<b>West Health Programme</b>	<ul style="list-style-type: none"> <li>• The People Board received a proposal to develop a Health Programme for the West</li> <li>• The West Plan on a page continues to make good progress (<b>Item 3 Annex 3</b>), which in tandem, is embedding change and creating strong, long-lasting partnerships. The board agreed that much more could be done, working with the VCS and current providers/partners to develop smaller projects across the communities within the West which enable communities to help themselves and become more resilient</li> <li>• The board recommended a full application be considered at Area Committee. The detail is contained within the finance report.</li> </ul>
<b>West Event 2015</b>	<ul style="list-style-type: none"> <li>• Proposals were discussed, to support the development of an Event to be held within the West of Sunderland in 2015 The event would :</li> <li>• Celebrate the achievements of the West projects funded by Area Committee</li> <li>• Remember World War 1 and the impact on the west of Sunderland through – artwork; reminisce; music of the time</li> <li>• Investigate the option to link the event to Doctor Who – as the first Police Box was in Sunderland, which later formed the basis of the Dr Who ‘Tardis’ – Tardis could be a mechanism to support people, (particularly school children) to travel back in time to WW1, to then take part in activities</li> </ul>

	<p>which teach our communities about what it was like to live in the West of Sunderland during WW1</p> <ul style="list-style-type: none"> <li>• Sports Activities and taster sessions</li> <li>• Youth Activities and taster sessions</li> <li>• Healthy eating - cooking demonstrations</li> <li>• Arts and Crafts Activities</li> <li>• Reminiscence and celebrating our heritage</li> <li>• Face Painting</li> <li>• Live Music</li> <li>• Fairground Attractions</li> <li>• Location for the event would be Barnes Park – as the space and design of the Park allows for a large-scale event, with parking and good transport for the residents of the West Area of the City.</li> <li>• The date for a West Area Event was discussed and the weekend prior to the May 2015 half-term holiday (21st - 23rd May) was proposed, commencing with school / specialist group activities during Thursday and Friday followed by a large-scale ‘celebration’ event on the Saturday</li> <li>• The People Board agreed to submit a recommendation to Area Committee for a West Area Event 2015. <b>(Item 5 Annex 3)</b></li> </ul>
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## 5. Recommendations

- 5.1 Note the content of the report.
- 5.2 Members are requested to consider the progress and performance update with regard to the West People Board Work Plan for 2014/2015 **Item 3 Annex 1 and Annex 2.**
- 5.3 Consider and agree the recommendations for the development of a Health programme for the West, as described at **Item 3 Annex 3 and Item 5 Annex 1**
- 5.4 Consider and agree the recommendation to further develop the Community Work Clubs **Item 5 Annex 2.**
- 5.5 Consider and agree the recommendation to approve the development of a West Event for 2015, as described at **Item 5 Annex 3**

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