

**At a meeting of the WEST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY, 7<sup>TH</sup> APRIL, 2010 at 5.30 p.m.**

**Present:-**

Councillor D. Forbes in the Chair

Councillors Allan, P. Gibson, Old, P. Smith, Tye, P. Watson, S. Watson, A. Wilson, A. Wright and T. Wright

**Also Present:-**

Susan Brown	Area Community Coordinator	Sunderland City Council
Kath Butchert	Integrated Youth Officer	Sunderland City Council
Jodie Collins	Employee Communications Officer	Sunderland City Council
Michael Dodds	Centre Manager	Sunderland City Council
Kevin Douglas	Media Officer	Sunderland City Council
Julie Gray	Head of Community Services	Sunderland City Council
Mick Hall	Inspector	Northumbria Police
Keith Hamilton	Deputy Manager, Planning Implementation	Sunderland City Council
Marc Hopkinson		Sunderland TPCT
Lucy Malarkey	Head of Neighbourhoods	Gentoo
Anne Morrison		West Area Voluntary Sector Network
David Noon	Senior Democratic Services Officer	Sunderland City Council
Richard Parry	Area Officer	Sunderland City Council
Paul Power	Sports Development Delivery Manager	Sunderland City Council
Jenny Scott	Policy Officer, Inclusion	Sunderland City Council

**Apologies for Absence**

Apologies for absence were submitted to the meeting on behalf of Councillors Gofton, L. Martin, Morrissey and Oliver and also on behalf of Lisa Theaker, Cheryl Warcup, Edna Rochester, Bill Leach, Peter Iveson and Angela Cousins.

**Minutes of the Last Meeting of the Committee held on 24<sup>th</sup> February, 2010**

1. RESOLVED that the minutes of the last meeting of the Committee held on 24<sup>th</sup> February, 2010 be confirmed and signed as a correct record.

## **Declarations of Interest**

### Item 4 – Sunderland West Annual Report 2009/10

Councillor Tye declared a personal and prejudicial interest in the item as Chairman of the Youth Almighty Project and left the meeting during consideration of the report, taking no part in any discussion or decision.

### Item 7 – Consultation on Football, Play and Wellness

Councillor P. Smith declared a personal interest in the item as a governor of Plains Farm Primary School.

Councillor P. Gibson declared a personal and prejudicial interest as Chairman of the Governors of Farrington Sports College and left the meeting during consideration of the report, taking no part in any discussion or decision.

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

The Chief Executive submitted a report (copy circulated) which provided Members with the opportunity to reflect on the work undertaken by the Committee during 2009-10.

(For copy report – see original minutes).

Richard Parry, Area Officer, presented the report which focused on the following areas:-

- the area, people and place;
- the safe theme and priorities;
- the learning theme and priorities;
- the attractive and inclusive theme and priorities;
- prosperous theme and priorities;
- governance
- finance and funding requests.

A summary was provided for each thematic heading outlining the achievements both delivered and influenced by the Area Committee.

Kath Butchert, Integrated Youth Officer, was present to brief the Committee on the current position with regard to youth provision in the West Area and address the following concerns from Members:-

- whether the commissioning system would provide the same level of service as previously;

- concern that it appeared provision levels had not been specified in the tendering process but being negotiated after contracts had been awarded;
- concern regarding the capacity of a specific provider to deliver.

In response to an enquiry from Councillor S. Watson, Ms. Butchert confirmed that she would circulate to Members details of the value of each of the five contracts operating in the West Sunderland Area.

With regard to the safe theme, Councillor Tye advised that the old South Area Committee had commissioned a report during its final months into the lack of CCTV provision at Silksworth Ski Slope. The Committee had been advised that the equipment would be incorporated into the new development however this had yet to materialise. Julie Gray, Head of Community Services, stated that she recalled the issue and reassured Members that it had not been forgotten. She would ensure the matter was addressed and that Members received an update.

Councillor P. Watson welcomed that the West Area, as a whole, had seen its overall crime rates fall further than the City average but expressed concern at the figures for Pallion. He questioned whether the actions being taken were adequate.

With regard to the attractive and inclusive theme, Councillor P. Smith referred to the railings at Cornelia Close which she believed were becoming an eyesore and asked if they could be painted. Lucy Malarkey, Gentoo Head of Neighbourhoods, replied that she would investigate and get back to Councillor Smith within the next week.

2. RESOLVED that the report be received and noted.

### **Sunderland West: Towards a New Work Plan**

The Chief Executive submitted a report (copy circulated) which provided Members with initial proposals for the development of the Committee's Work Programme prior to its consideration and adoption at the first meeting of the new municipal year.

(For copy report – see original minutes).

With regard to Work Programme priorities, Councillor P. Gibson suggested that the Committee should focus on adult learning in the community. It was important that people were supported through the learning process. Mr. Parry advised that the Committee had instigated a review with the Family Adult and Community Learning Service which would report back on plans to plug any gaps identified. Councillor Tye concurred with Councillor Gibson and also suggested that the Committee should look at the fairness of the support provided to Community Associations.

3. RESOLVED that the report be received and noted.

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

The Chief Executive submitted a report (copy circulated) in respect of the above matter which sought Committee approval for the following recommendations:-

- to note the 2009/10 Community Chest, SIB and SIP budget statement as detailed in Annex 1 of the report;
- to approve the allocation of £3,000 SIB funding from the 2009/2010 budget to the Hylton Castle Re-enactment Project as detailed in Annex 2 of the report.

(For copy report – see original minutes).

Richard Parry, Area Officer, presented the report and advised Members that following the 24<sup>th</sup> February meeting a balance of £299,814 remained to be allocated from the 2009/2010 budget. Should the Committee approve the application before it in respect of the Hylton Castle Re-enactment Project, the remaining balance would be £296,814.

Councillor Allan stated that given his previous statements regarding the allocation of SIB funding to City wide projects he felt unable to support the application before the Committee however laudable. He reiterated that a message needed to be sent to Officers that SIB funding was for Area specific projects only.

Members having noted and in general sympathised with Councillor Allan's concerns felt that on this occasion the project was worthy of support, accordingly it was:-

4. RESOLVED that:-

- i) the 2009/10 Community Chest, SIB and SIP budget statement as detailed in Annex 1 to the report be noted; and
- ii) approval be given to the allocation of £3,000 SIB funding from the 2009/2010 budget to the Hylton Castle Re-enactment Project.

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

The Executive Director of City Services submitted a report (copy circulated) which aimed to consult with the Area Committee in relation to:-

- i) the Football Investment Strategy (FIS) – proposed priorities;

- ii) the Play and Urban Games Strategy – identification of priorities for future investment.

(For copy report – see original minutes).

The Chairman welcomed and introduced Julie Gray, Head of Community Services, and Paul Power, Sports Development Delivery Manager, who presented the report and addressed comments and questions thereon.

Councillor Tye expressed concern that the report before Members in respect of the FIS was significantly different from that which had been submitted to Cabinet in January and which had prioritised the Silksworth Sports Complex as having Citywide significance. He believed that Members had been misled and struggled to understand that the priority for the West Area was being selected from D2 of the tiered model. He felt that report should be the subject of a separate discussion outside of the meeting.

Ms. Gray and Mr. Power explained the current position regarding the development of the Silksworth Sports Complex in partnership with the private sector and advised that the consultation before Members tonight related to the proposed Football Foundation investment of £1 million for which Silksworth Sports Complex was not eligible.

Councillor Pat Smith referred to the inclusion of Silksworth Recreation Park in Phase 3 and found the timescale of 2018-2022 unacceptable.

Councillor Tye stated that he would be unable to support the proposals in the current form.

Councillor P. Watson referred to the statement in the report that 'Silksworth Recreation Park will also receive some small work in Phase 1...' and asked for clarification as to what this would include. Ms. Gray advised that this referred to perimeter fencing, security and additional improvements to shower facilities. Councillor P. Watson asked if this Phase 1 work could be 'beefed up' to provide a more extensive refurbishment of the Silksworth Recreation Park. Ms. Gray confirmed that this was possible. In response to an enquiry from Councillor P. Watson regarding timescales, Ms. Gray stated that she was being pressed by the Football Foundation for a response and would like to take a decision away from tonight's meeting if possible.

It was therefore moved by Councillor P. Watson that approval be given to the Football Foundation's preferred option of Plains Farm Primary School joining Farringdon Sports College as Phase 1 priorities and that Silksworth Recreation Park receive an additional refurbishment as part of the Phase 1 works.

5. RESOLVED that:-

- i) the report be received and noted

- ii) approval be given to the following sites as the West Area Committee's priorities for Phase 1 Football Foundation funding:-
- Farringdon Specialist Sports college;
  - Plains Farm Primary School.
- iii) Silksworth Recreation Park receive an additional refurbishment as part of the Phase 1 works.

The Chairman then closed the meeting having thanked Members and Officers for their attendance.

(Signed) D. FORBES,  
(Chairman).

## **Sunderland West Area Committee**

**26<sup>th</sup> May 2010**

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

#### **Sunderland West: Establishing a new work plan 2010-11**

##### **1.0 Why has it come to Committee?**

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

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

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

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

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

- Agree to focus the efforts of the Area Committee on the Local Area Plan priorities where they can make a real difference;
- Agree to a maximum of six priorities, to include Responsive Local Services, to form the 2010/11 work plan. Potential options, as per part 1.3 and contained in Annex 1 are:
  - Ensure that Family, Adult and Community Learning (FACL) provision is delivered in line with local need in the community;
  - Identify gaps in youth and play provision;
  - Health and wellbeing, focussing on areas of concern and risk taking lifestyle behaviour;
  - Responsive Local Services;
  - Environmental and street scene improvements, including shopping centres;
  - Increase awareness and opportunities for joint working to promote inclusiveness and community cohesion;
  - Reduce ASB by targeting hotspots and secondary fires;
  - Support enterprise and entrepreneurship;
  - Traffic and parking;
  - Child Poverty in Sunderland West.
- Identify and agree a Lead Agent for each priority action
- Agree to establish a 'Local Task and Finish' group per priority action, where relevant, to include elected Members and partners, to support the Lead Agent in delivering against the priority
- Agree to align a nominal proportion of funding to each 'Local Task and Finish' priority
- Agree to receive regular updates on progress in implementing all the priorities identified in the Sunderland West Local Area Plan

### **3. Background**

- 3.1** The Committee will recall that the priorities contained within Sunderland West's Local Area Plan (LAP) were the result of an extensive consultation process, culminating in the formal adoption of the Committee's key priorities in July 2009. The Local Area Plan is in place until 2011, when it will be subject to a comprehensive review.
- 3.2** The adoption of the Committee's priorities was the result of a comprehensive programme of consultation and involvement, which began in November 2008 with an initial workshop with Councillors. This work shop identified Councillors' initial priorities and was followed by a joint workshop with Councillors and partners to formulate, develop and jointly agree priorities. A third workshop, led by the Leader, was then held with the local voluntary and community organisations. This event, which was attended by over 60 local residents, discussed and agreed the local priorities.
- 3.3** During this period and running alongside of the process described above, a major public consultation exercise was carried out across the city, involving 65 public meetings, including the five 'YouthInc' road shows, and a series of events at major shopping centres. This involved in excess of 2,000 responses and contributions, which informed the development of priorities. In the West, there were eight public meetings, attendance at the YouthInc event at Lambton Street Fellowship, road shows at Pennywell Shopping Centre and a supermarket car park and a number of additional meetings with residents of sheltered accommodation.
- 3.4** Following this, the priorities were agreed at a meeting of Councillors and officers in May 2009 and ratified as the Committee's work plan at its July meeting.

### **4. 0 Existing operations**

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

### **5.0 Delivering the Local Area Plan**

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

monitored and fed back into the Area Committee. This process will have a link with the Area Officer, ensuring a central point for the collection of information.

## **6. Process**

**6.1** As agreed at April's meeting, governance processes will be reviewed to ensure they are 'fit for purpose' to deliver the Committee's programme and priorities. This will be the subject of a further work shop, with the outcomes being reported to a future meeting of this Committee.

## **7. Background papers**

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

**8. Contact Officer:** Richard Parry, Sunderland West Area Officer  
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Annex 1: Background papers: prioritising your priorities (preparation for Area Committee)

## Annex 1

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

#### **Background**

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

#### **Key Facts**

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

#### **Current Interventions**

- FACL has previously been identified as an area to review in the work plan for 2009-10. The following are represented in the West:
  - The current service has three funding streams: Wider Family Learning (WFL); Family Literacy, Language and Numeracy (FLLN) and Personal Community Learning (PCD) and a development fund; First Steps.
  - Courses are currently delivered at the Sandhill Centre, Farringdon Jubilee Centre, Thorney Close Action and Enterprise Centre, Gates and High Grindon House
  - Working with the Carers Centre to develop a range of learning opportunities.
  - Working with organisations and tutors wanting to deliver learning to ensure that appropriate infrastructures are in place.
  - Compiling a database of BME communities across the area, and supporting BME communities to become trainers themselves.

#### **Options**

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

## **Identify gaps in youth and play provision.**

### **Background**

Youth provision/work is defined as targeting 13-19 year olds, (or 25 years old if individuals have learning difficulties/disabilities), in informal activities delivered outside of statutory core curriculum. Play provision is defined as targeting under 13's, this may cover community play parks, extended schools.

### **Key facts**

- Sunderland City Council secured £2.1 million with the government grant 'Play Pathfinder' to get more children playing outside. Parks included are: Silksworth Recreation, Thorndale, Farrington, King George, and Barnes. A city wide indoor and outdoor adventure play centre has been built at Silksworth Community Pool and Centre.
- Six ward contracts have been awarded in the West area to deliver youth provision/work at a ward level and there is a programme of XL youth villages

### **Current Interventions**

- The Children's Trust Strategic Partnership are currently establishing Locality Based Integrated Working Steering Groups, one of which will cover Sunderland West, their role will be to consider how local service delivery is meeting the needs of children, young people and their families generally, with a specific focus on:
  - Access to service requests and timescale of response; services arrangements and achievement of identified outcomes for individual children and young people.
  - Identification of local needs and service capacity to inform future commissioning arrangements.
  - Local performance targets to delivery City priorities and National Indicators.
- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with Children Services to:-
  - Implement new ward commissioning arrangements in April 2010 that better represent the needs of young people in their neighbourhoods.
  - Increase provision for under 13 year olds, youth projects to work closely with Junior/primary schools, supported by extended schools route and develop existing services (strong connection to Locality Based Steering Group identified above).
  - Develop cross generational projects allowing older people the opportunity to share skills acting as peers to young people i.e. gardening, joinery, etc.

### **Options**

- A** Lead Agent: Youth Development Group, supported by the Locality Based Integrated Working Steering Group and City Services. Establish a Task and Finish Group, with key partners, to support existing and proposed initiatives and develop projects. Align a percentage of SIB to support the delivery of project proposals
- B** Lead Agents: Locality Based Integrated Working Group. Area Committee receive updates via e-bulletin and Area Action Plans.
- C** Lead Agent: Youth Development Group, with regards to youth provision/work, will provide Committee with updates via e-bulletin.  
Lead Agent: Locality Based Integrated Working Steering Groups, with regards to play activities, who will provide Committee with updates via e-bulletin.  
Lead Agent: Sport and Leisure, with regards to play pathfinders, who will provide Committee with updates via e-bulletin.

## **Health and well being; focussing on areas of concern and risk taking lifestyle behaviour.**

### **Background**

There are three key issues which can be supported at a local level in order to reduce health inequalities in the West. Smoking, Obesity and Risk Taking Behaviour (Teenage Conception and Alcohol use) have been identified by Public Health Specialists from the Sunderland Teaching Primary Care Trust (STPCT) as the key priorities to address in order to increase healthy lifestyle choices.

### **Key Facts**

- Sunderland has high levels of smoking during pregnancy and at time of delivery, impacting on infant mortality, childhood illness and low birth weight
- Thorney Close is one of eight neighbourhoods with low life expectancy
- There are high levels of smoking amongst people diagnosed with a chronic disease and in particular wards which contributes to health inequalities and the life expectancy gap
- Sunderland has high usage of illicit tobacco which provides opportunities for children and young people to smoke and contributes to childhood poverty and health inequalities
- Obesity is the second most common preventable cause of death after smoking
- Obese people have an increased risk of dying prematurely or developing diseases such as cancer, type 2 diabetes and cardiovascular disease
- 10.3% of reception, and 21.2% of year 6 pupils in Sunderland are obese
- Children born to teenage mothers have 60% higher rates of infant mortality and are at increased risk of low birth-weight, which has an impact on the child's long term health
- Teenage mothers are 3 times more likely to suffer from post natal depression and experience poor mental health for up to 3 years after the birth
- Teenage parents and their children are at increased risk of living in poverty

### **Current Interventions**

- There is a Smoking in Pregnancy Pathway service which is offered on an 'opt out' basis, rather than an 'opt in'
- Sunderland is a pilot for the 'Reducing Health Inequalities through Tackling Illicit Tobacco' programme
- Sunderland TPCT have committed over £1m per annum to support a wide range of 'high impact' interventions to reduce obesity
- An adult weight management programme has been developed and the NHS South of Tyne and Wear Obesity Strategy identifies a number of priorities which must be addressed at a local level in order to be effective
- Sex and Relationship Education (SRE) Training is available for all STPCT providers who work with young people
- Sunderland City Council Youth Information Staff provide sexual health advice and support in a range of young people settings

### **Options**

- A** Lead Agent: Marc Wilkinson, Sunderland Teaching Primary Care Trust. Area Committee set up a Local Task & Finish group to include the Tobacco Alliance, Sunderland Obesity Partnership and Teenage Pregnancy Management Team, which will support the identification of local issues and explore opportunities to add value to existing provision. Area Committee to allocate a nominal amount of SIB funding to this priority to further develop services at a local level.
- B** Lead Agent: Marc Wilkinson, Sunderland Teaching Primary Care Trust. Area Committee receive updates and information regarding actions and progress within the area via the e-bulletin.

## **Responsive Local Services (RLS)**

### **Background**

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

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

### **Key Facts**

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

### **Current Interventions**

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

### **Options**

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

## **Environmental and street scene improvements, including shopping centres.**

### **Background**

Some estates and residential areas are visually unattractive and need maintenance work to improve appearance. In addition, a number of shopping areas would benefit from investment in the public realm. The provision of shrubs, bulb planting etc...provide a more attractive place to live.

### **Key Facts**

- Small local shopping centres with no recognised district centre serving the West area.
- The main local shopping centres have been subject to a 'Retail Needs Assessment'.
- Chester Road is seen as a busy district centre that serves its area well.
- Pennywell is seen as having pleasant, good quality public realm.
- Recent small supermarkets built (Tesco- Middle Herrington, Somerfield- North Moor, Lidl- Prospect).
- In relation to their area as a place to live, satisfaction levels of West residents are higher than the City average.
- Cleaner streets and clearing rubbish are consistently identified as priorities by residents.

### **Current Interventions**

- Green Space Audit is being undertaken. It will highlight the quality and quantity of green space across the city and will be broken down into areas. The strategy will show deficiencies in open space – parks, allotments, play areas, recreational space.
- The City Council currently runs a maintenance programme for streets and grounds.
- Gentoo have a maintenance programme and work with residents to improve residential areas. This includes environmental schemes, such as planting, painting etc.
- Gentoo have a number of renewal areas. Those subject to delays, due to economic reasons, will be 'greened'. Pennywell Phase 2 is on going.
- Gentoo have introduced Neighbourhood Action Plans for all estates. Estates are inspected by Housing Managers and Grounds Maintenance Teams to ensure they are kept clean and tidy
- Gentoo ask customers for feedback about their estates and try to implement changes requested. This is often in partnership with other organisations
- Some estates have entrance name signs.
- Gentoo Housing Managers carry out estate walks with residents, which can include Councillors.
- Responsive Local Services will enable a range of environmental services to respond more effectively to local needs and expectations.

### **Options**

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

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

### **Background**

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

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

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

### **Key facts**

- The area is to have established two community cohesion groups; the West Area Rapid Response (WARR) group (the practitioners network) and a strategic group to oversee their work co-ordinated by the Diversity and Inclusion team.
- The area has experienced low levels of cohesion with tensions arising amongst young people in Barnes areas.
- ARCH recorded 255 racist incidents during April 2009 to March 2010 of which 30 were in the West Area.
- The area has a local VCS Network, which is represented on the Area Committee.

### **Current interventions**

- Monthly meetings of the WARR to be established with extra meetings held as necessary.
- Bi-monthly meetings of the strategic group currently being established.
- Inclusive Communities champion will attend WARR and sits on Area Committee.
- Co-ordinator of the WARR attends Area Committee.
- Bi-monthly meetings of the VCS Network are in place.

### **Options**

- A** Lead Agents: Jenny Scott, Diversity and Inclusion Team, and Angela Cousins, Community Development Team. Establish a Task and Finish Group to support existing and proposed initiatives and develop projects. Align a percentage of SIB to support the delivery of project proposals
- B** Lead Agents: Jenny Scott, Diversity and Inclusion Team. Enhance the relationship between the Area Committee, LMAPS and the Cohesion groups. Enabling Area Committee to engage with community representatives, providing a strategic link between the Local Area Plan and the Community Cohesion Strategy.
- C** Lead Agent: West Community Cohesion Steering Group. Updates provided to Area Committee via the e-bulletin.

## Reduce ASB by targeting hotspots and secondary fires.

### Background

The Crime and Disorder Act 1998 defines Anti-social Behaviour as acting "In a manner that caused or was likely to cause, harassment, alarm or distress to one or more persons not of the same household". Examples of Anti Social Behaviour can include: rowdy, noisy behaviour; vandalism, graffiti and fly-posting; dealing or buying drugs on the street; fly-tipping, secondary fire setting and street drinking

### Key Facts

Ward	All Crimes (per 1,000 pop)	% change from previous year	Burglary Dwelling	Burglary Non-dwelling	Theft of Vehicles	Theft from Vehicles	Criminal Damage	Drug Offences
Barnes	59.1	4.73	10.2	4.4	3.0	8.1	16.4	1.9
Pallion	76.7	-10.44	10.0	7.3	3.3	2.9	23.5	4.8
Sandhill	60.8	-9.56	9.1	2.2	2.4	1.9	21.6	1.1
Silksworth	65.0	-15.75	7.6	5.8	3.0	4.1	18.4	1.2
St Anne's	62.0	-5.06	8.1	2.8	2.5	2.3	18.8	1.2
St Chad's	49.5	-13.77	5.3	2.6	2.2	3.0	14.4	0.8
Sunderland	82.5	-3.30	8.9	5.0	2.5	5.8	22.0	4.2

- There were 103 secondary fires in first six weeks of this current quarter of 2010 compared to 80 in whole of last quarter

### Current Interventions

- The Safer Sunderland Partnership was formed following the merging of Sunderland's Drug Action Teams and Crime and Disorder Reduction Partnership in 2002. The Partnership includes the City Council, Police, Fire and Rescue Service, Primary Care Trust and a range of organisations from the voluntary, community and business sectors. The aim is to tackle crime, disorder and the misuse of drugs.
- Northumbria Police lead on the two Local Multi Agency Problem Solving Groups (LMAPS: West covering Barnes, Pallion, Sandhill and St Anne's and South covering Silksworth and St Chad's) and they meet every five weeks to effectively address issues, including ASB and deliberate secondary fires. Actions may include: Early Intervention Warning letters; Acceptable Behaviour Agreements (ABA); Parenting Contracts; Parenting Orders and Anti-Social Behaviour Orders (ASBO) being served.
- The City Council has a Team to investigate and resolve cases of ASB across all housing tenures. Their main focus relates to the owner occupied and private rented sectors.

### Options

- A** Lead Agent: Local Police Inspectors (Theaker and Warcup), utilising the current Infrastructure of LMAPS to continue to reduce ASB and secondary fires across the West. Establish Task and Finish group to explore opportunities to add value to existing provision.
- B** The priority already exists, along with identified Lead Agents, actions and status updates, Area Committee to continue to monitor, via the Area Action Plans and to receive information and updates, as available, from Northumbria Police, Elected Member representative and Area Officer, via the e-bulletin

## **Support enterprise and entrepreneurship**

### **Background**

The Council is currently finalising its Economic Masterplan that will provide for the growth and development of Sunderland's economy over the next decade and beyond.

### **Key Facts**

- Local people from Sunderland West tell us that job prospects are identified as the tenth most important thing in making somewhere a place to live (from a range of 20 options). This is slightly lower than the City average.
- We know that across Sunderland West unemployment levels are lowest in Barnes ward (6.7%) and highest in Pallion ward (13.6%). The City average is 8.4%. Sandhill (12%) Silksworth (8.5%) and St Anne's (10.3%) are also higher than the City average; levels for St Chad's (7.7%) are lower.

### **Current Interventions**

- Sunderland arc and its partners are charged with the task of improving Sunderland's economy, infrastructure and quality of life and the creation of a thriving city centre. The arc has established a 15 year regeneration plan including projects that fall within the West Area of the City, these are: Groves and Sunderland Strategic Transport Corridor.
- An Economic Master plan is currently being developed, which will consider financial inclusion, debt and welfare advice.
- The City is one of the world's most Information Technology (IT) Intelligent Cities and a Beacon for Digital Inclusion and has been awarded £10 million worth of Microsoft Training Vouchers which can be accessed by anyone living or working in Sunderland.
- Business Link provides a range start up and support services to new businesses.
- The Working Neighbourhood Funding (WNF) programme has launched 'just the job' campaign, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City. The WNF programme has brought a significant level of funding to the City: 2008/2009 - £8.590m; 2009/2010 - £10.456m and 2010/2011 - £10.904m. This includes a WNF Enterprise Work-stream, which includes Talent Scouts and Business Advisers and Sunderland Enterprise Consortia.
- The Business Investment Team is dedicated to delivering the Sunderland Strategy's Strategic Priority Prosperous City: "To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come." The primary aim of the Business Investment Team is to ensure improvements in economic prosperity in the City through encouraging business growth, development and investment.
- There is a joint approach to skills development between the Prosperous City and the Learning City Delivery Partnerships.
- There are four industrial estates in the West: Pennywell Industrial Estate, Pallion Industrial Area, Pennywell Business Centre and Rivergreen Industry Centre

### **Option A**

- A** Lead Agent: Prosperous City Delivery Board, supported by the Business Investment Team, who have a holistic view at a national, regional and city level. Area Committee to receive information and updates, as available, via e-bulletin.
- B** Lead Agent: Andrew Perkins, Business Investment Team. Establish Task and Finish group to explore opportunities to add value to existing provision.

## **Traffic and parking**

### **Background**

Some estates in the West area have a lack of dedicated parking spaces, leading to illegal/inconsiderate parking. This can also cause problems on bus routes

### **Key Facts**

- 1997 guidelines ensure developers provide parking at a ratio of one per dwelling with additional provision of one visitor space per three dwellings.
- Inconsiderate parking is considered the third most important priority in the West's Safer Communities' Survey.
- Planning permission can be an issue when works have been proposed

### **Current Interventions**

- Gentoo encourages customers to report parking issues and complaints to Highways section and have carried out a number of parking schemes.
- Traffic management budget is primarily for accident reduction, congestion, air quality and access.

### **Options**

- A** Lead Agent: Ian Pearson, City Services. Area Committee establish a Task and Finish group and select key partners, including members of the Committee to support Lead Agent. Align a percentage of the SIB budget to support the delivery of project proposals.
- B** Lead Agent: Ian Pearson, City Services. Priority already exists, Area Committee to monitor via the Area Action Plans.

## Child Poverty in Sunderland West

### Defining Child Poverty

The following are 3 definitions commonly used to define child poverty:

- **Absolute low income:** a level below which people lack the necessary food, clothing or shelter to survive. Severe poverty is often defined by an annual income of £7000.
- **Relative low income:** this indicator measures the number of children living in households below 60% of the median household income.
- **Material deprivation and low income combined:** this indicator provides a wider measure of peoples living standards

### Key Facts

- The LAA includes NI116 - Proportion of Children in Poverty. This is currently being refreshed and the Child Poverty Unit may create a basket of related indicators
- There is no current single indicator available to determine the exact level of child poverty in Sunderland. A useful indicator commonly being used is the number of children living in workless families and in families who are claiming the maximum working tax credit. Adding these two groups together gives a total of **children in low income families**.
- In Sunderland this comprises about 6 in 10 children. While not all these children are classified as being in poverty, they represent a wider group of 'have-not's' among children in Sunderland and are at risk of experiencing child poverty.

### Current Interventions

- Child Poverty Strategy Action Plan is being developed, which is a legislative requirement, and must be in place within all local authorities by April 2011. The draft strategy is now ready for consultation which will begin in May and take 3 months.
- A needs analysis is to be commissioned to identify where the areas of need are and this will then inform delivery: this will take 6 months.

### Options

- A** Lead Agent: Raj Singh, Children Services. Area Committee receive updates from the Child Poverty Board and take part in the consultation regarding the Child Poverty Strategy at the July Area Committee meeting.
- B** Lead Agent: Children's Trust Board, supported by Children's Services. Area Committee to receive information and updates, as available, via e-bulletin.