At a meeting of the SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE held in the CIVIC CENTRE on TUESDAY, 16TH NOVEMBER, 2010 at 5.30 p.m.

Present:-

Councillor S. Watson in the Chair

Councillors M. Dixon, Errington, Essl, Foster, Kay, Maddison, McClennan, Rolph and A. Wilson.

Apologies for Absence

An apology for absence was submitted to the meeting on behalf of Councillor I. Richardson.

Minutes of the Last Meeting of the Sustainable Communities Scrutiny Committee held on 19th October, 2010

1.   RESOLVED that the minutes of the meeting held on 19th October, 2010 be confirmed as a correct record subject to 'small sale' on page 4, paragraph 2 being amended to read 'small scale'.

Declarations of Interest

Item 5 – History and Heritage Update

Councillor Errington declared a personal interest in the item as a family member was in ownership of a listed building.

Item 7 – Progress Report on National Indicator 188 – Adopting to Weather Impacts and Climate Change

Councillor Rolph declared a personal interest as a Council appointed member of the Regional Environment Protection Advisory Committee (REPAC) and as her husband was a member of the Durham Wildlife Trust.

Change in the Order of Business

It was agreed that Item 5 on the Agenda (History and Heritage Update – Policy Review) be considered at this juncture to allow the two housing items on the agenda to be considered consecutively.

History and Heritage Update – Policy Review

The Executive Director of City Services submitted a report (copy circulated) which updated Members on the work ongoing within the Culture and Tourism service with regard to the Heritage offer across the City and to provide evidence for the review the Committee was undertaking in relation to Culture supporting Sustainable Communities.

(For copy report – see original minutes).

Vicky Medhurst, Principal Librarian, presented the report which provided the Committee with an overview and update in relation to the following initiatives:-

i)   Heritage Open Days 2010;
ii)   Local Studies;
iii)   Fulwell Windmill;
iv)   Sunderland Heritage Forum;
v)   History Fair 2010;
vi)   Heritage Events;
vii)   Bowes Railway
viii) Priorities on an area basis;
ix)   the Wearmouth-Jarrow World Heritage bid Status.

Councillor McClennan referred to the Bangladeshi and Polish communities that had become established in Sunderland. She stated that it was important that their stories were recorded before they were lost as the communities gradually became part of the indigenous population.

Councillor Rolph commended Ms. Medhurst on the report and stated that the list of cultural activities was so large it would have been difficult making a decision regarding what to include. She would, however, have liked to see some information regarding the presentation/conservation of the City's heritage together with information as to any cultural initiatives being undertaken by the voluntary/ community sector.

Councillor Rolph further enquired whether the Council maintained an audit with regard to what it considered to be its heritage assets i.e. what they are, where they are and how they are managed.

With regard to the conservation of heritage and voluntary sector initiatives, Ms. Medhurst advised that she would try to ensure these were referenced in future reports. She stated that she was not aware that the Council maintain an audit as described by Councillor Rolph. It ws a job that needed to be done. She was aware

that an exercise in this regard was being undertaken in the Coalfield are and that she believed that most of the information was available and it just needed to be drawn together into one source.

Councillor Foster advised that a similar audit was being undertaken in the North area. It was a massive and seemingly endless task which required help from volunteers in the area.

There being no further questions or comments for Ms. Medhurst the Chairman thanked her for her report and it was:-

2.   RESOLVED that:-

i)   the report be received and noted; and

ii)   it be noted that updates regarding heritage in Sunderland, including the Built Heritage and Tyne and Wear Archives and Museums, would be the subject of separate reports to future meetings of the Committee.

Sunderland Housing Priorities

The Chief Executive submitted a report (copy circulated) appending a joint report of the Director of Health, Housing and Adult Services and Deputy Chief Executive on the development of the Sunderland Housing Priorities Plan (HPP) which was approved by Cabinet at its meeting held on 3rd November, 2010.

(For copy report – see original minutes).

Alan Caddick, Head of Housing, presented the report informing Members that the Sunderland Housing Priorities Plan was seen as the main product of the ongoing dialogue between the City Council and the Homes and Communities Agency (HCA) and was intended to form the basis for future investment decision-making between the Council and the Agency over the next 15 years. The plan would compliment the Economic Masterplan and ensure that Sunderland's housing offer would meet the City's needs and objectives.

The Council would be the strategic lead in the delivery of the plan. It was likely that the 'Local Investment Agreement' between the Council and the HCA would be signed off early in 2011 and this would be brought before the Committee for discussion.

Members were advised that being a 15 year plan it would be developed in a staged process. The first 3 year segment of the plan would be developed between now and March 2011. Mr. Caddick assured Members that there would be full engagement with the Committee as to how the plan was taken forward.

Councillor Errington referred to the proposed development at Chapel Garth and asked if a percentage of the housing would be social housing. Mr. Caddick replied that in his opinion it would not. The site was of high value and there was a potential

for the receipt to be utilised elsewhere. Councillor Errington requested whether provision of a new school would be considered if the development went ahead. Mr. Caddick replied that this linked into the place agenda for the City Village aspect of the Economic Master Plan. There was a need to look at the environment as a whole and not just housing in isolation.

Councillor McClennan referred to the following priority as detailed on page 23 of the agenda: 'Providing more appropriate accommodation for homeless people, including tackling the high concentration of hostel accommodation in the Sunniside area.'

She stated that she would like Mr. Caddick to submit a report on the level of hostel provision in the City including an assessment of the growing support industry surrounding hostels and the effect of this on the environs. Mr. Caddick advised that his service was currently developing a Hostel Strategy. It was true that there was a disproportionate spread of hostels across the City together with various safeguarding issues that needed to be addressed. It was a huge issue requiring a short, mid and long term plan. There was a need to involve hostel owners in the planning process, however, ultimately they may need to be told that they were not wanted. 60% of the people living in the City's hostels such as Camerex House, Tatham House and the Norfolk Hotel were not from Sunderland. There was a need to speak to local authorities and other agencies such as the Probation Service to stop them making referrals to these hostels.

Councillor Kay referred to the plan and highlighted that there was a great deal that was still fluid and unknown with regard to the City's economic aspirations. He was pleased that Land Securities were making positive noises regarding The Bridges and hoped that the Vaux site would become a massive driver together with the housing planned for the old Cornings and Groves sites. He asked what Mr. Caddick felt were the biggest risks to the City's aspirations. Mr. Caddick stated that not surprisingly it centred on funding and investment. The Council had the foresight to develop Council mortgages which could be used to help support people. The Council would look at various initiatives with regard to its land assets and would reiterate the message that Sunderland was open for business.

Councillor Rolph stated that she was pleased the Council was taking the strategic lead with regard to Housing as that improved the chances of prioritising social housing. She noted, however, the use of the term 'where appropriate' within the plan. She advised that of the 359 homes built as part of the Lambton Cokeworks reclamation only 14 were eventually built for the social market. She recognised the Council's commitment to the issue but believed that nationally the balance was being tipped against social housing.

In response to an enquiry from Councillor Dixon Mr. Caddick advised that nothing had eventually transpired regarding the development of the local housing company as the model being proposed had been flawed. The preparatory work had not gone to waste however, as 5 sites in Sunderland had been identified through this work.

In response to an enquiry from Councillor Dixon regarding the reference to Black, Asian and Minority Ethnic Communities', Mr. Caddick clarified that this referred to the fact that properties provided by developers did not always meet the cultural

needs of some communities, for example in terms of size and the number of bathrooms.

The Chairman referred to the Comprehensive Spending Review and the pressure it may place on mortgage rescue schemes at a time when demand was likely to increase. Mr. Caddick advised that his service was currently reviewing how it approached its communications to make people aware of such schemes as currently it tended to be via notice on the Council's website or through world of mouth.

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

3. RESOLVED that the report be received and noted.

Housing and Neighbourhood Renewal Enforcement Policy and Update for Selective Licensing Scheme, Middle Hendon

The Executive Director of Health, Housing and Adult Services submitted a report (copy circulated) which provided Members with:-

i) a copy of the Housing and Neighbourhood Renewal Enforcement Policy; and

ii) an updated position statement in relation to the Selective Licensing/ Neighbourhood Management Scheme, introduced in the middle Hendon area in partnership between the Council and Back on the Map New Deal for Communities which had become operational on 1st July, 2010.

Councillor McClennan congratulated Mr. Caddick and his team in over achieving in respect of the targets set and in keeping the residents engaged with the process. She noted, however, that there was a short term risk of an increase in empty properties. Mr. Caddick advised that he would concentrate on those empty properties which through neglect were becoming a blight on those around them.

In response to an enquiry from Councillor Kay, Mr. Caddick stated that he believed that the effectiveness of ASBOs had become corrupted because they were generally being used as a first port of call rather than as a last resort. He believed that they were still a valuable tool but the whole approach to anti social behaviour was being reviewed in order to work more intelligently at a local level with regard to the setting of core standards and enforcement. Early intervention was the key to stop ASBOs being issued in the first place.

In response to an enquiry from Councillor Dixon regarding the attitude of private landlords to the scheme, Mr. Caddick advised that it was somewhat of a Curate's Egg – good in parts. Initially there had been a lot of hostility, however, once it had become law, the mandatory nature had encouraged a lot of private landlords to become involved. This had been reflected in the increase in the membership of the Accredited Landlords Scheme. There had also been a feeling among some of

the better landlords that the Licensing Scheme had been punitive as all landlords had been treated the same.

In response to an enquiry from Councillor Rolph, Mr. Caddick confirmed that there were different regulations pertaining to Inspections of registered Social Landlords and that the Council's inspection regime would focus on private landlords.

Councillor Rolph added that the Policy was a really useful one for Members and asked if Members could receive regular reports on enforcement action either to this Committee or to the Area Committees.

Mr. Caddick confirmed that it was fine having a policy in place, however, it was important to demonstrate how it had been used. He stated that he could submit a report to this Committee at the end of each financial year and ensure that it was outcome focussed.

The Chairman thanked Mr. Caddick for what he believed to be a fantastic report and looked forward to receiving the update.

4.   RESOLVED that the report be received and noted.

Progress Report on National Indicator 188 – Adapting to Weather Impacts and Climate Change

The Chief Executive submitted a report (copy circulated) in respect of the above which completed a suite of reports presented to inform and update the Committee on work being undertaken in relation to tackling climate change.

(For copy report – see original minutes).

Neil Cole, Manager, Planning Policy, presented the report highlighting:-

- the background to tackling climate change;
- the Council's performance in adapting to climate change;
- climate risks to the natural environment;
- weather and climate risks to Council services;
- flooding risks
- the next steps.

Councillor Rolph referred to the positive aspects of Sunderland's climate and asked if these had been used to market the City as a good place to do business. Mr. Cole replied that in fairness it probably had not. There was, however, no reason that they could not in the future.

Mr. Cole having discussed the process of flood risk assessments, it was:-

5.   RESOLVED that the report be received and noted.

Forward Plan – Key Decisions for the Period 1st November, 2010 – 28th February, 2011

The Chief Executive submitted a report (copy circulated) to provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1st November, 2010 – 28th February, 2011 which related to the Sustainable Communities Scrutiny Committee.

(For copy report – see original minutes).

Members requested that the following items be referred to the Committee for consideration:-

i)   the Accredited Landlords Scheme (December 2010);
ii)   Low Carbon Homes Strategy (January 2011);
iii)   Financial Assistance Policy (February 2011).

6.   RESOLVED that the contents of the Forward Plan be noted.

Work Programme 2010-11

The Chief Executive submitted a report (copy circulated) which attached for Members' information, the current Work Programme for the Committee's work during the 2010-11 Council year.

(For copy report – see original minutes).

Councillor Rolph having requested that the enforcement of the selective licensing scheme and the Housing Neighbourhood Renewal Policy be included in the Work Programme, Mr. Diamond advised that this could be included in April's performance report.

Councillor Errington requested that the Council's policy with regard to the Aquatic Centre be included in the Annual Sport and Leisure Report.

7.   RESOLVED that the Committee's Work Programme for 2010-11 be received and noted.

Urgent Item

In accordance with Section 100(B) of the Local Government Act 1972 the Chairman stated that the following item was to be considered at this meeting as a matter of urgent business as the Conference it related to was to be held prior to the next meeting of the Committee.

North East Fuel Poverty Forum

The Chairman advised that a free conference organised by the North East Fuel Poverty Forum was to be held in Benton on Tuesday, 14th December, 2010 from 9.30 am to 12.30 pm. She informed Members that any expressions of interest should be submitted to Jim Diamond, Scrutiny Officer.

8.   RESOLVED that approval be given for Members of the Committee to attend the North East Fuel Poverty Forum Conference to be held in Benton on Tuesday, 14th December, 2010.

(Signed)   S. WATSON,
                    Chairman.

Sustainable Communities Scrutiny Committee

December 2010

Performance Report Quarter 2 (April – September 2010)

Report of the Chief Executive

1.0   Purpose of the report

The purpose of this report is to provide Sustainable Communities Scrutiny Committee with a performance update relating to the period April to September 2010. This quarter the report includes:

- Progress in relation to the LAA targets and other national indicators.
- Progress in relation to the Review of Music Policy Review, Access to Housing Policy Review, Local Studies Policy Review and Tourism Policy Review Recommendations.
- Results of the annual MORI residents survey which took place during May to July 2010

2.0   Background

2.1   Members will recall that a new performance framework was implemented during 2008/2009. This includes 198 new National Indicators which replaces previous national performance frameworks. As part of this new framework 49 national indicators have been identified as key priorities to be included in the Local Area Agreement (LAA). Performance against the priorities identified in the LAA and associated improvement targets have been reported to Scrutiny Committee throughout 2009 as part of the quarterly performance monitoring arrangements. The LAA priorities have been a key consideration in CAA in terms of the extent to which the partnership is improving outcomes for local people. CAA was introduced in April 2009 to provide an independent assessment of how local public services are working in partnership to deliver outcomes for an area. However, the coalition government have abolished CAA with immediate effect. Progress in the LAA will continue to be monitored through 2010/11 (which is the last year of the agreement) through the Council and the Sunderland Partnership's performance management and reporting arrangements. The performance framework will be reviewed when further national direction is available to ensure that it is fit for purpose.

2.2   The annual MORI residents survey was undertaken from May to July 2010. The survey takes the form of face to face interviews with 1215 residents across the city. The results in terms of the services within the committees remit are also incorporated into this performance report.

2.3   As part of the development of Scrutiny particularly in terms of strengthening performance management arrangements, Policy Review recommendations have been incorporated into the quarterly performance report on a pilot basis. The aim is to identify achievements and outcomes that have been delivered in the context of overall performance management arrangements to enhance and develop Scrutiny's
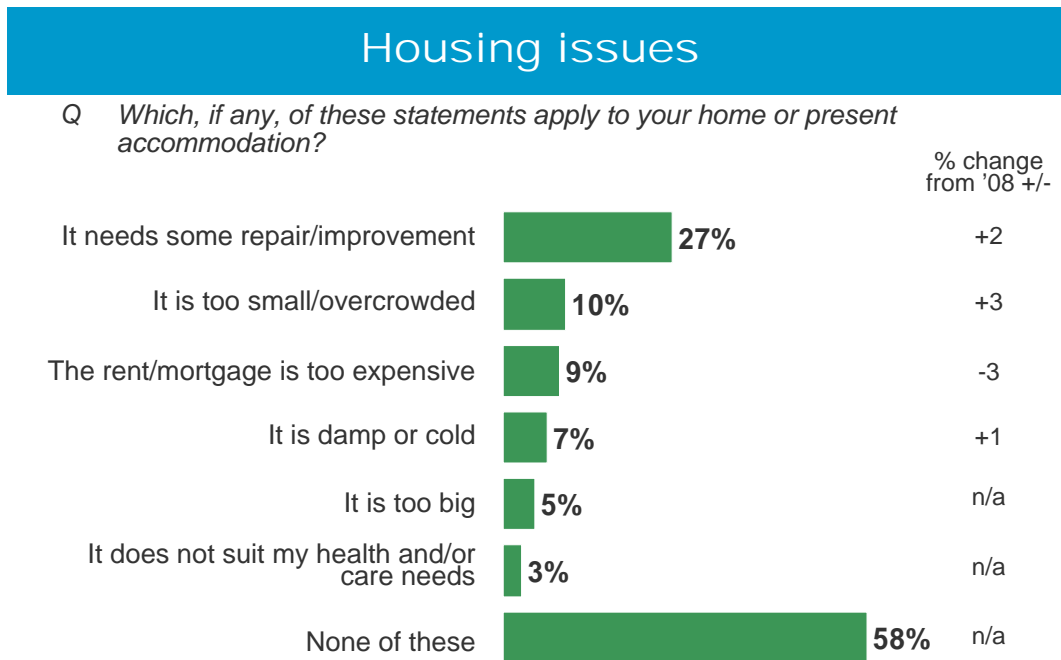
focus on delivering better outcomes and future partnership working. The latest progress report in relation to the Access to Housing Policy Review and Place to Play/Review of Music Provision Policy Review is included as *Appendix 1.*

2.4   *Appendix 2* provides an overview of the position for relevant national indicators and also any local performance indicators that have been retained to supplement areas in the performance framework that are not well covered by the national indicator set.

3.0   Findings

3.1   Consultation

When presented with a list of potential housing problems, most Sunderland residents say these do not apply to them. Nonetheless, a sizable minority (42%) say at least one of these difficulties does affect them. The following chart shows the main problem is a general need for repair and improvement, mentioned by a quarter of residents.

Housing issues

Q   Which, if any, of these statements apply to your home or present accommodation?

% change from '08 +/-

Statement	%	% change from '08 +/-
It needs some repair/improvement	27%	+2
It is too small/overcrowded	10%	+3
The rent/mortgage is too expensive	9%	-3
It is damp or cold	7%	+1
It is too big	5%	n/a
It does not suit my health and/or care needs	3%	n/a
None of these	58%	n/a

Ipsos MORI Base: 1,215 Sunderland residents aged 16+; interviewed 21 May – 25 July 2010   Source: Ipsos MORI

About one in ten also say their home is too small for their needs or that either the rent or mortgage is too dear. They are least likely to say their home is unsuitable for their health or care needs (just three per cent).

The Ipsos MORI residents survey 2010 asked about satisfaction with homelessness and housing advice, the table below provides a breakdown of results:
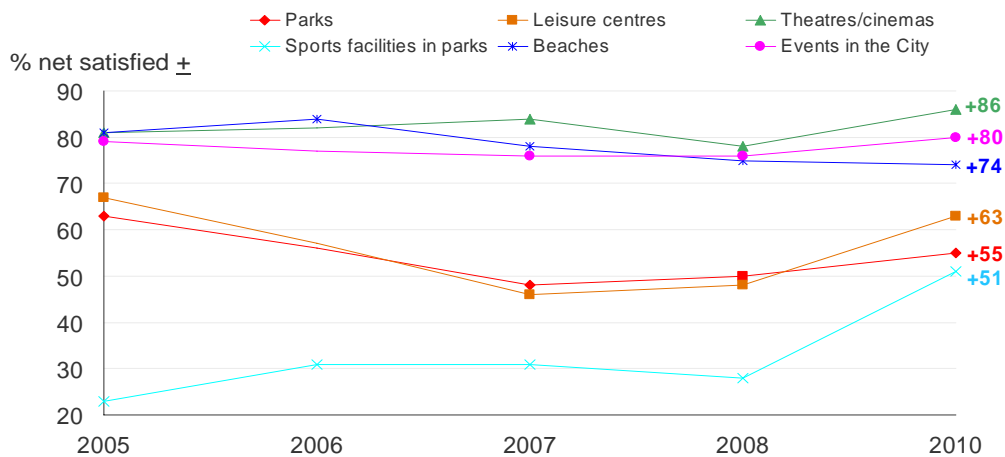
	Satisfied (%)		Dissatisfied (%)	
	2008	**2010**	**2008**	**2010**
Homelessness and housing advice	51	41	34	33

As can be seen from the table above satisfaction with the service has declined by 10 percentage points when compared to 2008. There has been a slight improvement in those dissatisfied with the service from 34% in 2008 to 33% in 2010.

Satisfaction amongst service users with services such as parks, leisure centres and theatres / cinemas has risen since 2008. Satisfaction with beaches remains stable. The graph below shows net satisfaction with aspects of culture and leisure since 2005.

Service net satisfaction – culture and leisure

Q   I would like you to tell me how satisfied or dissatisfied you are with the quality of each of these in your local area.

Sports facilities in parks has significantly improved with 52% of users satisfied in 2008 improving to 67% in 2010. Satisfaction amongst users of leisure centres has also improved from 68% in 2008 to 76% in 2010, this increased satisfaction can be attributed to the opening of the Sunderland Aquatic Centre and two 25m community swimming pools in Hetton and Silksworth.

Most people in Sunderland remain positive about community integration in their local area. The following chart shows two in three residents agree that people of different backgrounds get on well together in the neighbourhood, and only one in five disagree. It also shows a long-term improvement in this measure. After falling in 2007, agreement that people of different backgrounds get on has increased again

and is now 10 percentage points higher than in 2004. <u>Disagreement</u> has fallen by 11 percentage points over that time, a considerable achievement.

Different backgrounds getting on together

Q   *To what extent do you agree or disagree that this area is a place where people from different backgrounds get on well together?*
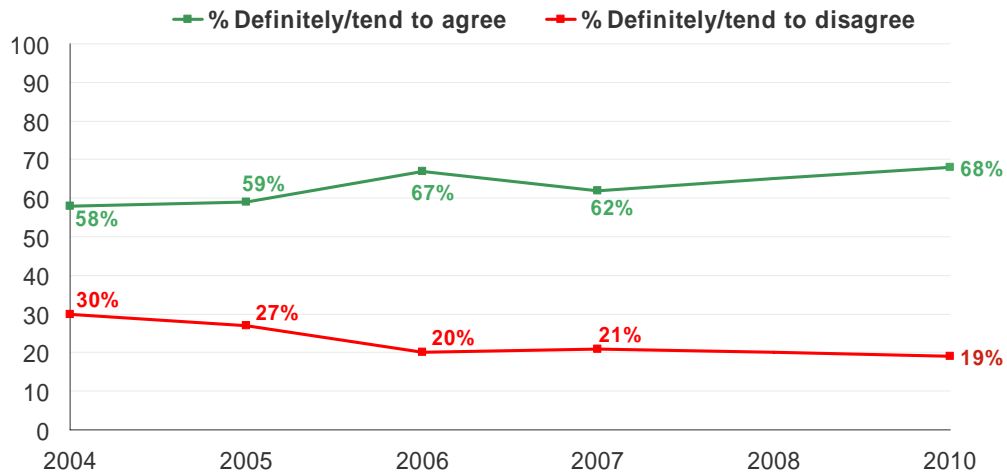
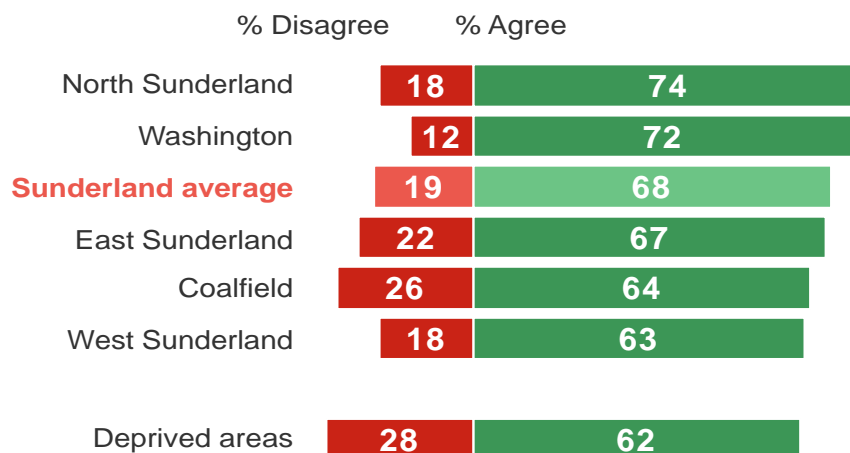Base: c. 1,200 Sunderland residents.

Source: Ipsos MORI

Ipsos MORI

However, these figures remain less positive than the national picture. There are some major differences between regeneration areas. Agreement is above the City average in North Sunderland, but <u>disagreement</u> is greater than the City average in Coalfield and the most deprived areas. Compared with 2007, there have also been some major improvements, with agreement increasing by 12 percentage points in Washington (from 60% to 72%) and in North Sunderland (from 62% to 74%).

Community integration – Regeneration areas

Q   To what extent do you agree or disagree that this area is a place where people from different backgrounds get on well together?

% Disagree   % Agree

Area	% Disagree	% Agree
North Sunderland	18	74
Washington	12	72
Sunderland average	**19**	**68**
East Sunderland	22	67
Coalfield	26	64
West Sunderland	18	63
Deprived areas	28	62

Ipsos MORI Base: Sunderland residents aged 16+; 1,215 in mainstage and 209 in deprived areas   Source: Ipsos MORI

Looking at other population groups in Sunderland, young people are less positive about community integration, which mirrors wider national patterns. One in four local people aged 16-34 (23%) <u>disagree</u> that residents of different backgrounds mix well together, compared with only one in eight of those aged 65+ (12%).

Just as with general attitudes to the local area, social tenants and less affluent residents are also less positive (reflected in the more negative figures for deprived areas). Agreement that people of different backgrounds get on is lower in social grades D and E than in grades A and B (63% compared with 79%). Equally, it is lower among social tenants (60%) and private sector renters (63%) than owner-occupiers (73%). On the other hand, BME residents are strikingly positive about community relations. They are over twice as likely as the Sunderland norm to agree <u>strongly</u> that local people of differing backgrounds get on well (37% compared with 17%).
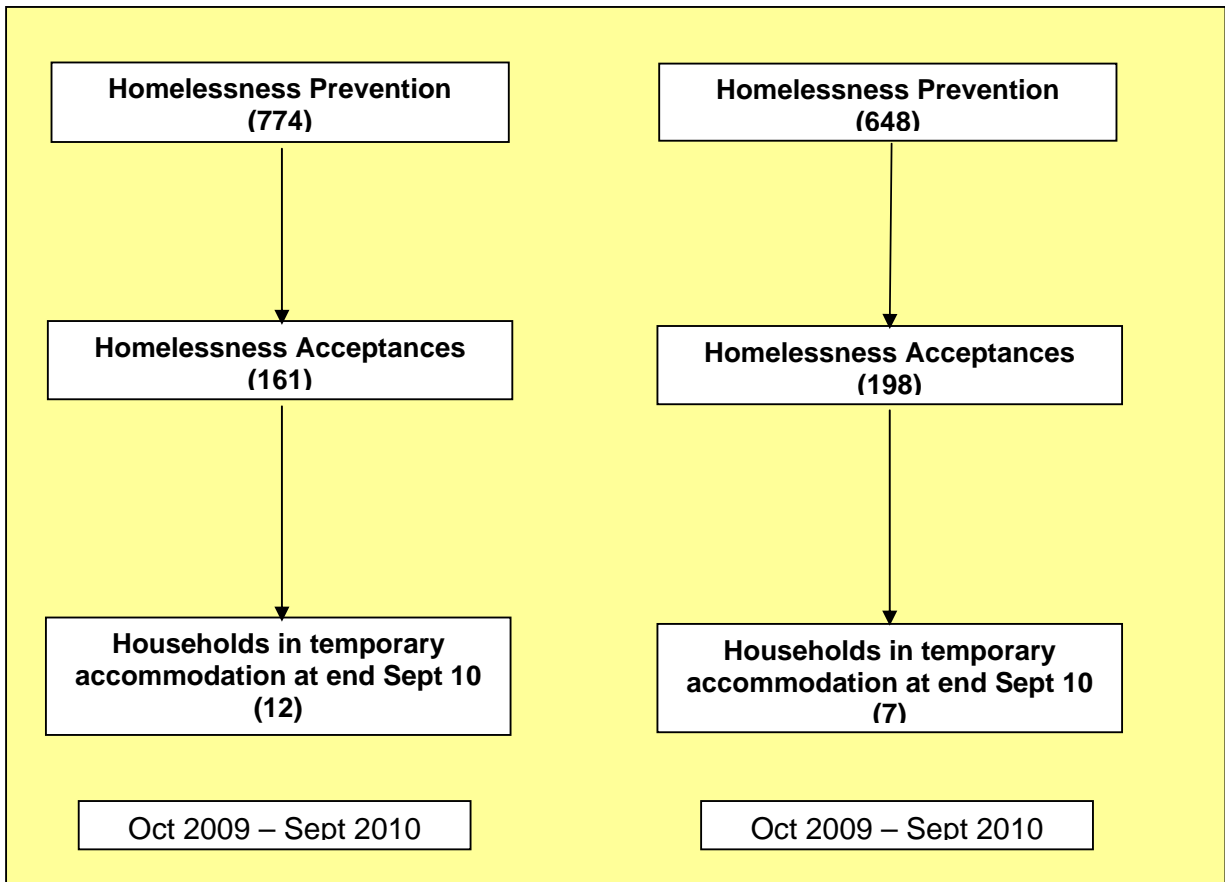
3.2   Performance

Housing

Reducing the Risk of Homelessness
The work in relation to homelessness can be divided into 3 areas:

- *"Homelessness Prevention"*: Providing appropriate information, advice and support to individuals and families earlier to reduce their risk of homelessness before these individuals become accepted;
- *"Statutory Homelessness Acceptance"*: This refers to those individuals and families to which the Council has statutory responsibilities in relation to homelessness, housing advice and housing allocations within the Acts discussed above;
- *"Using Temporary Accommodation":* This refers to the statutory homelessness acceptance cases of families and individuals that need to access temporary

accommodation and are then supported to identify and move to more permanent accommodation solutions in the city.

A key objective of the Housing Options Team is to work with individuals and families as early as possible to reduce their risk of homelessness before individuals need statutory intervention – increasing the number of homelessness prevention cases and decreasing acceptances. Figure 1 shows progress in achieving these objectives diagrammatically for the end of October 2009 and September 2010.

Homelessness Prevention (774)	Homelessness Prevention (648)
↓	↓
Homelessness Acceptances (161)	Homelessness Acceptances (198)
↓	↓
Households in temporary accommodation at end Sept 10 (12)	Households in temporary accommodation at end Sept 10 (7)
Oct 2009 – Sept 2010	Oct 2009 – Sept 2010

The number of homeless prevention case continues to be at a historically high level, but, compared to the April to September period in 2009/10, the number of cases have declined from 386 to 318 cases in 2010/11. The reasons for the decline are still being explored – it may be linked to lack of awareness of the service discussed above. It is also possible that more households are provided with housing advice across the city as part of advice services, including the third sector and partner organisations such as Gentoo. This would serve to reduce the need for council supported prevention actions, with residents able to find their own solutions.

The number of homeless households living in temporary accommodation has improved when compared to the same period in the previous year from 12 to 7. Overall, temporary accommodation use has remained fairly consistent with the previous year. This is primarily due to the relatively low number of households who require temporary accommodation provision. However, the Council does need to

further reduce the utilisation of families in bed and breakfast accommodation, although this remains relatively low.

The service is currently working with private sector landlords and social housing providers in the city to address issues of access to longer term accommodation through the access to housing review. Initiatives such as the development of the city wide and sub regional Choice Based Lettings policies will enhance resident's housing options. Part of the review has focused on improving sign posting between agencies that will help residents receive improved outcomes.

Culture

The number of visits to/usage of museums per 1,000 population has declined when compared to the same period the previous year. At the end of September 2009 it was 908 per 1,000 population this has fallen to 893 per 1,000 population at the end of September 2010. The performance achieved in 2009/10 exceeded the targets set by 5%. When setting the target for the coming year, TWAM considers carefully the sustainability and reasonableness of continuing to improve at the levels achieved in the previous year and also considers the funding available, both core and project specific. Over the last four years, Sunderland Museum and Winter Gardens for example, has attracted an average of 330,000 visits, with the actual per year influenced by the popularity of the temporary exhibition programme, which in turn is influenced by the availability of both exhibitions and additional funding. TWAM's core budgets were reduced by 5% for 2010/11, and specific project funding was also reduced. As a consequence, it was considered that a realistic target would be 2% higher than the average and this principle fed through to the targets set. The performance so far in 2010/11 suggests that this approach is indeed reasonable and realistic, with performance o around +/-5% of the target set.

The number of visits to museums that were in person per 1,000 population has declined when compared to the same period the previous year. From 811 per 1,000 population to 781 per 1,000 population. A strong exhibition programme including The Singh Twins Retrospective, North East Beat: Venues Bands & Fans and Build It! The Story of Construction Toys have offered the visitor high quality exhibitions covering a diverse range of subject, which has proved popular with visitors of all ages. When setting the targets for 2010/11 the same principles were applied as with the indicator above. The performance so far in 2010/11 suggests that this approach is indeed reasonable and realistic, with performance o around +/-5% of the target set.

The number of pupils visiting museums and galleries in organised school groups has declined from 7,287 at the end of September 2009 to 5,214 at the end of September 2010. The visits by school children with their school were disappointingly low for the first six months of 2010/11. In order to address the concerns over school visits a working group of staff from the learning team has been established and they are consulting with teachers to consider how best to improve communication with, and services to, schools. Additionally, this group will investigate whether initiatives such as fund-raising to support transport costs would help address the problem. Staff are also planning visits to schools as an added benefit of the school visiting the museum.

Sport and Leisure

Members may be aware that following the establishment of the Coalition Government, the national indicator set that includes NI8, adult participation in sport and active recreation has been abolished. Whilst we acknowledge that the Framework may be replaced in the future, as a Council we continue to support and contribute to driving forward participation levels in sport and physical activity. To support the need to drive up levels of adult participation in sport and physical activity, the City Council has continued to deliver and give priority to the following:

- Developing modern, high class sport and swimming facilities that are comparable with most local authorities
- Joined up service provision at Houghton Sports Centre with the Primary Care Trust
- Delivery of an affordable pricing framework for city residents
- Operating 7 Wellness Centres and 8 Community Wellness venues
- Wellness service delivering preventative services to drive forward participation
  - Mums on the move
  - Wellness on 2 Wheels
  - Wellness Walking programme, Walks in the Park
  - Active Sunderland Project
  - Nordic Walking
  - Cycle Sunderland
- Wellness service delivering targeted services to drive forward participation
  - Exercise Referral and Weight Management Programme
  - Lifestyle Activity and Food Programme
  - Workforce Health and Wellbeing Project
- Wellness service delivering specialist services to drive forward participation
  - Specialist Weight Management Service
  - Maternity Lifestyle Service
  - Stop Smoking Service
- Football Investment Strategy, developing new facilities and pathways for participation
- Specialist events and partnership working to deliver such activities such as the Active Sunderland Week, Niall's Mile, leisure centre's open weekend and the Beach Festival of Sports.

A comprehensive overview of the performance of Sport, Wellness, Aquatics and Play will be presented to Scrutiny Committee in February 2010.

3.3 Policy Review Recommendations

The recommendations agreed as part of the committees Policy Reviews will deliver a range of improvement activity. A full overview of progress is attached as appendix 1, the table below provides a summary of the number and percentage of each policy reviews recommendations that have been achieved, are on schedule to be achieved, are no longer deliverable or are not on schedule to be achieved.

| Policy Review | Rag Key | | | |
	★ Green (Recommendation achieved)	🔵 Blue (On schedule)	🟠 Amber (Recommendation not deliverable)	🔺 Red (Not on schedule)
Review of music	12 (60%)	5 (25%)	0(%)	3 (15%)
Access to Housing	4 (36%)	7 (64%)	0(%)	0 (%)

4.0 Recommendation

4.1 That the committee considers the continued good progress made by the council and the Sunderland Partnership and those areas requiring further development to ensure that performance is actively managed.

Appendix 1
Access to Housing Policy Review Recommendations - Progress to September 2010

SCR.SCM.PRR.ATH Access to Housing					

🔵	⭐				Total
7	4				11

Action	Owner	Timescale	RAG	Progress
Joint System with Gentoo currently being developed as part of HHAS Access to Housing project. Phase 1 - A joint system with Gentoo.	Caddick, Alan	31/12/2010	🔵	• As mentioned at the last Committee the implementation date has been changed to March 2011 to allow Sunderland to 'go live' first with the new Sub-regional scheme.
RSL's and accredited Private Landlords currently being developed as part of HHAS Access to Housing project. Phase 2 - Involving all other RSL's and accredited Private Landlords.	Caddick, Alan	31/03/2012	🔵	• On schedule. The new allocation policy will be consulted on with the RSL's to ensure the principles are already agreed prior to the second phase of implementation.
Contnue the work already ongoing with the development of a Tyne & Wear sub regional CBL scheme. Begin engagement with other neighbouring Local Authorities not included in the Tyne & Wear Group, namely County Durham	Caddick, Alan	31/03/2012	🔵	• This is still an area of work being progressed. The Tyne & Wear Sub Regional Scheme should commence in September 2011 and work has been ongoing with the other Local Authority areas.
Create a consultation plan for the implementation of CBL and ensure a Consultation rep. is part of the Project Team	Caddick, Alan	31/05/2010	⭐	• Achieved
Legal Service to be fully involved within Project team and to comment on all proposals	Assigned, ToBe	31/05/2010	⭐	• Achieved
Jointly engage with customers as part of the consultation plan and create published service standards that are regular monitored and publicly reported on	Caddick, Alan	31/12/2010	🔵	• The consultation on the draft Allocations Policy will help to shape this with Service Standards being agreed early 2011.
Involve communication reps in the Project Team and use the consultation to the type of literature that is produced. Link to the Reducing the Risk of Homelessness Project as work already carried out.	Caddick, Alan	31/12/2010	⭐	• Achieved
Review of the current customer experience & link to the work currently being done on outcome monitoring and the literature being created (Linked to 3, 5 & 6)	Caddick, Alan	31/12/2010	🔵	• Workshops are ongoing to create a clear outcome monitoring process & procedure. With this being in place for the implementation of the new scheme in Mrach 2011.
Develop and improve customer signposting in relation to access to housing. Involve as part of the Reducing the Risk of Homelessness project - Early Warning Work Package - aim to ensure pathways and protocols are in place to ensure the best customer journey	Caddick, Alan	31/03/2011	🔵	• The Housing Options team is currently involved in a service review regarding the new City Centre Customer Service Centre it is intended that the new model of delivery will ensure improved customer signposting arrangements. The Council will develop these solutions in partnership with housing providers
Landlord accreditation scheme is currently being reviewed and the Landlord Forum recently re-launched. This should form part of this.	Caddick, Alan	30/07/2010	⭐	• A draft Cabinet report in respect to the review of landlord Accreditation is with the Head of Strategic Housing and a date for DMT to progress the report to Cabinet is awaited. The landlord Forum has had 3 meetings this year and is growing in strength, attendance and debate.
Consider extending CBL to private rented sector. This will be included as part of Phase 2 implementation (see 1)	Caddick, Alan	31/03/2012	🔵	• This will be commenced after the implementation of the new local scheme in March 2011.

Appendix 1 A Place to Play Policy Review Recommendations - Progress to September 2010

SCR.SCM.PRR01 Potential sites for poster points				
▲	●	★		Total
3	5	12		20

	Owner	Timescale	RAG	Progress
To identify potential sites for poster points in and around the city and also to identify the resources to purchase poster point.	Channing, Zoe	31/05/2010	●	• Alternative ways of raising profile of music events in Sunderland developed through the Sunderland Live Fringe Festival in May and support for the SPLIT Fringe Festival in September. Arts Council funding not suitable for the purpose of the poster sites. Alternative options currently being researched.
To undertake research into best practice with regard to the management and maintenance of poster sites	Channing, Zoe	28/02/2010	★	• Completed
To explore the development of a promoter's network for Sunderland including other forms of entertainment like dance and theatre.	Channing, Zoe	31/05/2010	★	• The Arts & Creative Development Team attend the Promoters Network monthly meetings to exchange information. The Promoters Network has been involved in both the Sunderland Live Fringe Festival and the SPLIT Fringe Festival. Both events received financial support from the Community Arts Budget.
To identify existing and emerging promoters and look to develop support mechanisms within the city for promoters	Channing, Zoe	30/04/2010	★	• Two workshops have taken place in Sunderland to support existing and emerging promoters. The Bunker is working in partnership with Generator to deliver the Music Business 2 Music Business seminars to support new music businesses in Sunderland between September and November 2010.
To continue to ensure that music plays a prominent part in festivals and flagship events and that relationships with the local music scene are further enhanced.	Channing, Zoe	not set	★	• Music has featured as part of Sunderland Live, Sunderland International Friendship Festival, International Airshow and is scheduled to feature as part of Houghton Feast, the Christmas programme and the Seaside Towns Cultural programme 2011.
To support the development of music with both young people, adults and professionals through the development of Arts Centre Washington as a music venue.	Channing, Zoe	not set	★	• The new Community Music Spaces offer a range of resources free of charge to musicians between the ages of 16 and 24 including: · Practise rooms · Instruments · PA equipment · Digital recording Studio · Technical support These resources can be accessed on Tuesday and Wednesday evenings and Sunday afternoons. Music opportunities for young people continue to be developed through Remix, in association with Oxclose Music Project for ages 13 - 19 as part of the wider Remix programme offering free arts activities every week. Pandemic is a regular under 18's rock night organised in association with Oxclose and District Young Peoples Project performed by young people for young people. Hothouse is a monthly showcase for the best new rock and indie bands in the area and is organised in association with The Bunker, Sunderland In addition to its music development programmes, Arts Centre Washington hosts the weekly Davy Lamp Folk Club every Saturday night.
To hold discussions with youth development groups to consider the issues around transport for young people to access music events within the city centre.	Channing, Zoe	31/12/2010	●	• Discussions are ongoing with Youth Development in relation to a number of issues including music.
To identify and develop a Sunderland directory of rehearsal and performance spaces for performers, promoters and audiences.	Channing, Zoe	31/03/2010	▲	• Arts & Creative Development to work in partnership with music promoters to produce an online directory to be launched in March 2011.
To explore the notion of a centralised ticket sale facility for the city.	Channing, Zoe	30/06/2010	●	• Arts Centre Washington is currently exploring the potential to use on line ticket booking via their website.
To raise awareness of the current marketing avenues available to promote music events and to explore a variety of different methods including the use of new technology.	Channing, Zoe	not set	★	• The use of Facebook and Myspace to promote projects and events has increased and organisations continue to be signposted to www.sunderlandevents.com and the Tourist Information Centres to promote their activity.
To raise awareness of existing venues through the development, production and distribution of a Sunderland Music Directory.	Channing, Zoe	30/04/2010	▲	• Same as 8.
To continue to explore opportunities for a small to medium sized venue within the current regeneration of the city centre	Channing, Zoe	30/04/2010	●	• Officers continue to explore opportunities for the development of a small to medium sized venue
To raise the profile of the diverse range of music venues currently available in and around Sunderland that already cater for a variety of music genres.	Channing, Zoe	30/06/2010	▲	• The production of a regular music / arts newsletter is being explored in conjunction with partners with the first edition circulated in March 2011.

SCR.SCM.PRR01 Potential sites for poster points				
	Owner	Timescale	RAG	Progress
To develop a venue network for the city that provides support and assists venues in supporting themselves.	Channing, Zoe	30/06/2010	★	• This is being addressed via the Promoters Network meetings.
To highlight and signpost Springwell Village Hall as a model of good practice as a local community venue.	Channing, Zoe	30/06/2010	★	• Conversations are ongoing between the Arts & Creative Development Team and Oxclose and District Young People's Project. To be linked into the music newsletter.
To support the refurbishment of Holy Trinity by the Churches Conservation Trust through partnership working that realises the potential of the venue as a hub of creative activity.	Channing, Zoe	not set	★	• The Churches Commission are rethinking the development of the venue as a centre for creative activity. Arts & Creative Development will continue to support where possible.
To continue to offer advice, support and information to the University Big Band.	Channing, Zoe	not set	★	• The Arts & Creative Development Team continues to promote the festival where possible and support activities. The City Council financially supported the festival in 2010 and an SIB application has been submitted for support towards the 2011 festival.
To identify resources within the City Council to address issues identified throughout the review report that will develop the infrastructure required for music to grow and develop in Sunderland in line with the overarching music strategy for Sunderland	Channing, Zoe	28/02/2010	★	• Funding currently being provided on a project or events basis such as Sunderland Live Fringe Festival, the International Airshow, the Christmas Programme 2010 and the individual proposals to Youth Music. Funding for the long-term strategic development of music in Sunderland needs to be considered.
To look at the creation of a music development group, that includes the key music stakeholders within the city, to ensure a coordinated and joined up approach to the development and implementation of the recommendations of this review and the wider music strategy delivery plan.	Channing, Zoe	28/02/2010	★	• The first meeting took place in May 2010. The second meeting is to be scheduled for November 2010.
To devise a delivery plan including key actions, milestones and costings to monitor progress on the review report and its recommendations, that will sit within the wider delivery plan for music development in Sunderland	Channing, Zoe	30/04/2010	●	• The action plan has been absorbed into the wider Sunderland Music Development Framework and Action Plan.

Appendix 1
Report Key

These columns show the level of performance for the latest reporting period and the same period in the previous year. A question mark means that information is not available

The target is what we want to achieve. A question mark means that a target has not been set

	2008/09 Outturn	2009/10 Outturn	Are we improving?	Target	Have we achieved the target?	Commentary
The net increase in additional homes provided (NI154).	299.00	384.00	✔	90.00	★	
The number of affordable homes delivered (supply of social rent housing and intermediate housing) (NI155)	230.00	191.00	✘	133.00	★	• The 2008/9 outturn was greater due to a large number of extra care units being created. The outturn figure for 2009/10 was above the projected target.
The number of homeless households living in temporary accommodation (NI156).	9.00	9.00	➡	5.00	▲	• Overall temporary accommodation use has not changed from the previous year due to the relatively low number of households who require temporary accommodation provision.

This is a comparison of the latest outturn against the same period the previous year. The symbols mean

performance has improved	✔
performance is stable	➡
performance has declined	✘
Information is not available	?

This traffic light is a comparison of performance against the target set for the year

The target has been achieved	★
Performance is within 10% of the target	⬤
The target has not been achieved	▲
Not applicable due to no target being set	!

Housing

	Sept 2009 Position	Latest Position Sept 2010	Are we improving?	Target	Have we achieved the target?	Commentary
The net increase in additional homes provided (NI154).	185.00	384.00	✔	350.00	★	
The number of affordable homes delivered (supply of social rent housing and intermediate housing) (NI155)	230.00	191.00	✘	147.00	★	
The number of homeless households living in temporary accommodation (NI156).	12.00	7.00	✔	4.00	▲	• Overall temporary accommodation use has not changed from the previous year due to the relatively low number of households who require temporary accommodation provision.
The % of private sector homes vacant for 6+ months (LPI042)	2.52 %	2.40 %	✔	2.50 %	★	
The % of social housing that is decent (LPI043)	99.40 %	99.90 %	✔	100.00 %	🟠	
The total number of homelessness cases prevented (LPI044)	386.00 %	648.00 %	✔	730.00 %	★	
The number of homelessness prevention cases per 1000 households (LPI045)	3.10	5.29	✔	5.85	★	
The number of private sector vacant dwellings that are returned into occupation or demolished as a direct result of action by the local authority (BV064)	108.00	140.00	✔	376.00	★	• The number of properties declined due to capacity issues in services, additional posts have now been recruited.
The average length of stay in bed and breakfast accommodation of households which include dependent children or a pregnant woman and which are unintentionally homeless and in priority need.	4.53	6.55	✘	2.00	▲	• Due to the reduction in the number of alternative and suitable move-on accommodation households are increasingly spending more time in B&B. This is an area for improvement.

Culture

	Sept 2009 Position	Latest Position Sept 2010	Are we improving?	Target	Have we achieved the target?	Commentary
The % of residents that have engaged in the arts at least three times in the past 12 months (NI011).	35.60 %	35.60 %	➡	36.00 %	🟠	
The percentage of residents who say they have attended a museum or art gallery in the local area at least once in the previous year (NI010).	50.60 %	50.60 %	➡	58.10 %	🔺	
The number of visits to/usage's of museums per 1,000 population (BV170a).	908.00	893.00	↘x	1,482.00	⭐	• The performance achieved in 2009/10 exceeded the targets set for 170a, b and indeed c by 5%. When setting the target for the coming year, TWAM considers carefully the sustainability and reasonableness of continuing to improve at the levels achieved in the previous year and also considers the funding available, both core and project specific. Over the last four years, Sunderland Museum and Winter Gardens for example, has attracted an average of 330,000 visits, with the actual per year influenced by the popularity of the temporary exhibition programme, which in turn is influenced by the availability of both exhibitions and additional funding. TWAM's core budgets were reduced by 5% for 2010/11, and specific project funding was also reduced. As a consequence, it was considered that a realistic target would be 2% higher than the average and this principle fed through to the targets set for 170a and 170c as well. The performance so far in 2010/11 suggests that this approach is indeed reasonable and realistic, with performance on all three indicators around +/-5% of the target set.
The number of visits to museums that were in person per 1,000 population (BV170b).	811.00	781.00	↘x	1,293.00	⭐	• A strong exhibition programme including The Singh Twins Retrospective, North East Beat: Venues Bands & Fans and Build It! The Story of Construction Toys have offered the visitor high quality exhibitions covering a diverse range of subject, which has proved popular with visitors of all ages.
The number of pupils visiting museums and galleries in organised school groups (BV170c).	7,287.00	5,214.00	↘x	14,590.00	🔺	• The visits by school children with their school were disappointingly low for the first six months of 2010/11. In order to address the concerns over school visits a working group of staff from the learning team has been established and they are consulting with teachers to consider how best to improve communication with, and services to, schools. Additionally, this group will investigate whether initiatives such as fund-raising to support transport costs would help address the problem. Staff are also planning visits to schools as an added benefit of the school visiting the museum.

Sport and Leisure

	Sept 2009 Position	Latest Position Sept 2010	Are we improving?	Target	Have we achieved the target?	Commentary
The % of the population (aged 16 plus) who participate in sport for at least 30 minutes on 3 or more times a week (NI008)	19.60 %	19.53 %	✗	24.03 %	▲	• The Active People Survey (that contributes to NI8) outturn for the rolling 24 months April 2008-April 2010 is 19.5%, compared to 19.6% in 2007-2008. As the difference is 0.1% and the confidence level for this data is +/- 3.5%, this represents no change in performance. The annual target was set from a local baseline of 20.03% in 2006. In 2006, Government set a target to increase participation by 1% year on year until 2020. In Sunderland, achieving a 1% year on year increase is challenging, given the health and economic challenges we face locally.
% of population volunteering in sport and active recreation for at least one hour per week (LPI018).	4.30 %	4.94 %	✓	5.00 %	●	• Partnership working through the Active Sunderland Board and the development of a sport and Wellness volunteering network has had a positive impact on this indicator.
Total number of visits to leisure centres (LPI021)	2,236,294.00	1,123,166.00	?	1,140,622.00	●	• Whilst it is pleasing to see 'Other Visits' ahead of Year End Forecasts, overall Swimming attendances are projected to be below target at the end of March 2011 by 125,421. The projected decline is due to a withdrawal in the Free Swimming Programme for those 16 and under, and those 60 and over. Currently 33,040 behind target as a result of the withdrawal of the free swim funding government initiative which ended 30th June 2010.
Total number of swims within leisure centres (LPI022)	608,807.00	335,368.00	?	379,907.50	▲	• Currently projecting 125,421 behind target as a result of the withdrawal of the free swim funding government initiative which ended 30th June 2010. In order to address the decline, particularly when swim charging was reintroduced from 1 August 2010, has necessitated the need to implement a plan firstly, to retain existing customers and secondly to attract new ones.

	Sept 2009 Position	Latest Position Sept 2010	Are we improving?	Target	Have we achieved the target?	Commentary
Total number of other visits to leisure centres (LPIO23)	1,627,487.00	787,798.00	?	760,714.50	⭐	• Currently projecting 92,381 ahead of target. The new indoor & outdoor play area at Silksworth has attracted attendances higher than originally anticipated.
% of Children & Young People with access to high quality play 1km (CYPP1) (LPIO66)	49.00	70.00	✔	65.00	⭐	• The successful completion of the Play Pathfinder programme has seen a 21% increase in access to high quality play provision from the doorstep.

Sustainability

	Sept 2009 Position	Latest Position Sept 2010	Are we improving?	Target	Have we achieved the target?	Commentary
The % CO2 reduction from LA operations against a set baseline (2008-2009 emissions).(NI185)	-4.00 %	2.00 %	✔	1.40 %	★	• The Energy Conservation Team have recently adopted a target to reduce building carbon emissions by 10% between September 2010 and March 2011.
The % reduction in CO2 emissions across an agreed set of sectors (housing, road transport and business) against emissions from the 2005 baseline year. (NI186)	1.40 %	5.41 %	✔	7.10 %	?	
The % of households on income related benefits living in homes with (i) Low energy efficiency (NI187i).	4.14 %	4.14 %	➡	4.30 %	?	
The % of households on income related benefits with (ii) High energy efficiency (NI187ii)	38.80 %	38.80 %	➡	43.70 %	?	
The level of preparedness reached in relation to Climate Change against the 5 levels of performance, graded 0 to 4. The higher the number, the better the performance (NI188).	1	2	n/a	2	★	• EMT were informed on the 11th May that level 3 would now be aimed for by March 2012, not 2011 as first anticipated. This due to the fact that more development work is required.
The % reductions of primary NOx year on year (NI194ii)	-3.80 %	-1.88 %	✔	3.00 %	?	• Annual Only
The % reductions of primary PM10 (NI194iv)	-2.50 %	-2.68 %	✘	3.00 %	?	

Community Cohesion

	Sept 2009 Position	Latest Position Sept 2010	Are we improving?	Target	Have we achieved the target?	Commentary
The % of the adult population who say they 'agree', or 'strongly agree' that their local area is a place where people from different backgrounds get on well (NI001).	64.50 %	64.50 %	➡	70.88 %	🔺	
The % of the adult population who agree that they feel able to influence decisions affecting their local area (NI004)	27.40 %	27.40 %	➡	29.27 %	🔺	
The % of residents participating in regular formal volunteering (NI006).	16.70 %	16.70 %	➡	14.40 %	⭐	
The % of residents who feel 'fairly strongly, or 'very strongly' that they belong to their immediate neighbourhood (NI002).	57.50 %	57.50 %	➡	64.60 %	🔺	
The % of residents taking in civic activities during the last 12 months (NI003).	11.00 %	11.00 %	➡	-	⭐	
The level of the Equality Standard for Local Government to which the authority conforms (BV002).	3	3	➡	5	🔺	

SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE   **14 December 2010**

SUNDERLAND PARTNERSHIP VOLUNTEERING STRATEGY & ACTION PLAN

LINK TO WORK PROGRAMME:

Report of the Executive Director of City Services

STRATEGIC PRIORITIES: SP1, SP2, SP3, SP4 and SP5

CORPORATE PRIORITIES: CIO2, CIO4

1.0   PURPOSE OF THE REPORT

1.1   The purpose of this report is to present a draft Sunderland Volunteering Strategy and Action Plan and to receive feedback from Members as part of the consultative process.

1.2   The report outlines the development period of the strategy which was designed to encourage ownership and collaboration and development of the Strategy by organisations of the Sunderland Partnership and the Voluntary and Community Sector (VCS), along with the formal consultation period mechanisms.

2.0   BACKGROUND INFORMATION

2.1   The Sunderland Community Development Plan (agreed by Sunderland Partnership and Cabinet in April 2008) highlighted the importance of volunteering in Sunderland and its supporting role in the delivery of the Sunderland Strategy.

2.2   Following from the Community Development Plan (2008) the Sunderland Compact Volunteering Code of Practice was agreed by Cabinet and organisations of the Sunderland Partnership in June 2009. The Code of Practice sets out the key principles and undertakings for both the organisations of the Sunderland Partnership and VCS organisations in Sunderland on how to work together to improve and increase volunteering. This will support the implementation of the strategy.

2.3   On 12 May 2010 the Sunderland Partnership Delivery and Improvement Board agreed to support the development of a Sunderland Partnership Volunteering Strategy and engage in its development. The development period for the Strategy and associated action plan began on 12 May and ran until 6 August 2010.

2.4   The formal consultation period began on 9 August and closed on 17 September 2010. The need for a 12 week formal consultation period, as detailed in the Sunderland Compact Involvement and Consultation Code of Practice, was negated given the extensive and lengthy involvement of the VCS in the development of the Strategy.

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2.5   **Development Period**
       Presentations and developmental workshops on the Volunteering Strategy were
       held with both VCS organisations and statutory sector partners at various events
       including:

- Sunderland Partnership Delivery and Improvement Board
- Sunderland Volunteering Forum
- Sunderland Community Network VCS Assembly
- Inclusive Communities Thematic Group
- Dissemination via infrastructure organisations' membership lists, requesting
  comments and suggestions

2.6   **Formal Consultation Period**
       The formal consultation period began on the 9 August 2010, and the draft
       Sunderland Volunteering Strategy was sent to:

- Sunderland Partnership Board
- Sunderland Partnership Delivery and Improvement Board
- Sunderland Partnership Inclusive Communities Thematic Group
- Involvement and Consultation Group – SCC and Sunderland Partnership
- Compact Implementation Group
- Sunderland Community Network
- Sunderland CVS e-group
- Sunderland Volunteer Centre and Forum members
- Corporate Communities Group – SCC
- Citizenship and Volunteering Group
- Five Area Committees

3.0   DRAFT SUNDERLAND VOLUNTEERING STRATEGY

3.1   The final draft Volunteering Strategy establishes a set of agreed commitments for
       the organisations of the Sunderland Partnership to ensure adequate and effective
       support for volunteering activity in Sunderland, which is key to achieving a
       prosperous and inclusive city.

3.2   The Volunteering Strategy will impact upon volunteering in Sunderland through
       achievement of the following outcomes:

- Increasing the number of people volunteering in the City (whether through
  formal or informal volunteering) by working with partners to identify
  opportunities for volunteer involvement
- Recognising and celebrating volunteers for their role in delivering services
  and improving the lives of people in the City
- Developing ways of supporting volunteers to increase their confidence,
  learning, skills and employability prospects
- Increasing the number of organisations with Employer-Supported
  Volunteering schemes
- Improving the management of volunteers and the delivery of volunteering
  programmes in the City

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Delivery of the Volunteering Strategy Action Plan will ensure that a greater number and range of organisations register or update volunteering opportunities with the Sunderland Volunteer Centre and that more organisations make the best use of volunteers, which will have a positive impact on the services and activities they provide within communities. A high profile media campaign will promote and encourage volunteering, leading to an increase the number of people taking up volunteering activities across Sunderland.

By supporting volunteering in Sunderland, the Strategy will:

- Build inclusive and cohesive communities
  – Volunteering increases social interaction, builds respect, and helps residents develop a sense of belonging and ownership over local services.

- Support residents to take a more active role in their communities
  – for example, volunteers identifying and addressing local issues and concerns, delivering neighbourhood services in line with Local Area Plan priorities and Attractive and Inclusive City aims (e.g. bulb planting in the Coalfield area)
  – Volunteering provides a pathway into greater community involvement and ownership, supporting the 'right to buy', mutuals and cooperatives – e.g. residents volunteering with a community group that becomes a mutual or a cooperative may wish to purchase shares in the organisation or could be inspired to take over management of a state-provided service.

- Strengthen democracy and support active citizenship
  – Volunteering provides residents with an opportunity to influence decision making at a local level – e.g. school governors, management committees, Area VCS Networks.

- Support delivery of invaluable local services
  – Volunteers are involved in the delivery of a wide range of services, including victim and witness support schemes, support services within hospitals, transport services for hospital patients and housebound people, youth work, community cafes, credit unions, adult literacy, etc.

- Support the VCS in Sunderland
  – for example, voluntary management committees, support to local charities

- Bring benefits to individual volunteers
  – Volunteering provides a route into employment, education or training; provides a chance to make friends and reduce isolation; increases self esteem and confidence; and develops softer skills, such as teamwork and communication.

- Bring benefits to service users
  – Volunteers make services more personal and provide peer support and social interaction.

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4.0   CONCLUSION

4.1   The Sunderland Volunteering Strategy will provide a valuable basis for VCS organisations and organisations of the Sunderland Partnership to work together to increase volunteering activity for the benefit of residents, their communities and the City.

It is an ambitious strategy which establishes a long-term commitment and approach to ensuring that volunteering activity is well supported using a collaborative approach.

Consequently, the Sustainable Communities Scrutiny Committee is presented with a draft of the Sunderland Volunteering Strategy for comment and amendment with the aim of producing a final version based on recommendations from the Committee.

5.0   RECOMMENDATIONS

5.1   That the Sustainable Communities Scrutiny Committee provides comments on the draft strategy and that any agreed amendments are made.

5.2   That the final draft Volunteering Strategy is presented to the Sunderland Partnership Delivery and Improvement Board on 12 January 2011, Sunderland Partnership Board on the 18 January 2011 and to Sunderland City Council Cabinet on the 2 February 2011.

6.0   APPENDICES

1 - Sunderland Volunteering Strategy

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Sunderland Volunteering Strategy

FINAL DRAFT FOR APPROVAL

Sunderland Volunteering Strategy - a little time, makes a big difference…

Contents

Sunderland Volunteering Strategy - a little time, makes a big difference…

Supporting Documents

A range of documents have been produced to support the Sunderland Volunteering Strategy, volunteering and volunteering-involving organisations in our City.

The following documents can be found in the Sunderland Volunteering Toolkit:

Themes in Volunteering

Encouraging Equality and Diversity

Identifying and Overcoming Barriers to Volunteering

Benefits of Volunteering

Volunteering and the Sunderland Strategy

Foreword

To be prepared once draft strategy has been agreed.

1

Executive Summary

The Sunderland Volunteering Strategy and Action Plan has been developed to reflect the changing landscape of volunteering both nationally and at the local level. People volunteer for many different reasons for example to build up their skills, increase their confidence and to meet new people. A city-wide, partnership approach to volunteering can bring with it a host of benefits for individuals who volunteer, organisations, and communities.

Pathways to volunteering are personal and there are various drivers in terms of how and why volunteering activity take places. Whilst interest in volunteering is valued and recognised, barriers to volunteering continue to exist. By working together, organisations of the Sunderland Partnership and volunteer-involving organisations can help to eliminate these barriers.

Nationally, volunteering has consistently remained at the forefront of the political agenda due to a cross-party consensus on the raft of benefits that volunteering can bring. Locally, the Sunderland Partnership, through the Sunderland Strategy (2008 – 2025), is committed to 'Creating a better future for everyone in Sunderland', and partners recognise that volunteering supports the delivery of local strategic aims. Additionally there a range groups and forums which support volunteering activity across the City.

Recorded data with regards to volunteering activity in Sunderland is limited. However, partners acknowledge that a diverse range of people participate in volunteering in Sunderland; it is essential that the needs of all groups and individuals are recognised in order to ensure all those interested are supported to take up volunteering opportunities.

Through the Sunderland Compact and the Volunteering Code of Practice in particular, organisations of the Sunderland Partnership and Voluntary and Community Sector organisations have committed to work together to support and promote volunteering. The Sunderland Volunteer Centre also plays a key role in strategic development of volunteering in the City.

The City has already undertaken positive activity to support volunteering at the local level – for example, development of a Sunderland Volunteering Toolkit and organisation of annual volunteer celebration events. The Sunderland Volunteering Strategy is supported by an Action Plan for the Sunderland Partnership which will build upon existing activity and support volunteering in Sunderland by:

- Increasing the number and diversity of people volunteering in Sunderland
- Recognising and rewarding volunteers
- Supporting volunteer confidence, learning, skills and employability
- Increasing the number of Employer-Supported Volunteering Schemes
- Improving volunteer management and volunteering programmes

The Action Plan will be monitored by the Sunderland Volunteering Forum Steering Group who will ensure that volunteering in Sunderland is promoted and supported in the long-term.

2

Glossary

Formal volunteering   Giving unpaid help through groups, clubs or organisations which support social, environmental, cultural or sporting objectives.[1]

Informal volunteering   Giving unpaid help as an individual to someone who is not a relative.[2]

National Indicator 6 is a measurement put in place to monitor participation in regular volunteering in Local Area Agreements.

Sunderland Volunteering Forum provides a basis for local statutory, community and voluntary sector groups to come together, share good practice and information on volunteering issues and plan related training and events.

Sunderland Volunteering Forum Steering Group was implemented to look at more strategic issues facing volunteer involving organisations.

Voluntary and Community Sector (VCS)   Includes registered charities, as well as non-charitable non-profit organisations, associations, self-help groups and community groups. Most involve some aspect of voluntary activity, though many are also professional organisations with paid staff. 'Community organisations' tend to be focused on particular localities or groups within the community; many are dependent entirely or almost entirely on voluntary activity.[3]

Abbreviations:

CA	Community Association
CRB	Criminal Records Bureau
ESV	Employer Supported Volunteering
LAA	Local Area Agreement
NI	National Indicator
SCC	Sunderland City Council
Sunderland CVS	Sunderland Centre for Voluntary Service
SMEs	Small to Medium Enterprise
SVC	Sunderland Volunteer Centre
SVFSG	Sunderland Volunteering Forum Steering Group
VCS	Voluntary & Community Sector

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[1] As defined by the Department for Communities and Local Government in its annual *Citizenship Survey*.
[2] Ibid.
[3] Definition used by the Home Office.

3

1.   Introduction

1.1.   Introduction to Volunteering

We live in a society that has been shaped by volunteers. Just about every area of activity that is now associated with public service provision began with voluntary action – education, health, social services, welfare, disability provision, childcare, housing, justice, the environment, conservation – the list is endless.

Volunteering is an important expression of citizenship and is essential to democracy. It is the commitment of time and energy for the benefit of society and the community, and can take many forms, such as volunteering to provide a service within an organisation, befriending and mentoring, organising sports and physical recreation, acting as a trustee or member of a voluntary board or committee, leading a voluntary initiative, community activism or campaigning to identify and tackle unmet needs. It is undertaken freely, through personal choice and not for financial gain. It is important to both VCS organisations – which may be run exclusively by volunteers, and the statutory sector, for example in the health and criminal justice services.

People volunteer for many different reasons. They may choose to volunteer to develop skills or gain experience, to socialise or to give something back to society. They may also volunteer because they have a moral duty or compelling reasons to take part in voluntary action or support a particular cause.

It is for all these reasons that volunteering is invaluable to our communities and therefore needs to be strategically focused in the City.

> *"Volunteering should never be underestimated in its power to mobilise people and resources when most needed."*
>
> – David Curtis, Chief Officer, Volunteer Centre Sunderland

1.2.   Why Sunderland Needs a Volunteering Strategy

A city-wide strategic approach to volunteering can bring with it a host of benefits. Volunteering plays a vital role in making communities work and provides important benefits on a number of levels:

- **For individuals who volunteer**
  It gives a sense of satisfaction, fulfilment and social contact but also experiences, knowledge and skills. It can improve health and well-being and create a sense of belonging. Where desired, this can provide pathways into education, training and employment and offer exit routes from long-term health issues.

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- **At an organisational level**
  It is a vital means of support in the delivery of services and activities that enhance people's lives and choices.

- **For communities**
  Volunteering promotes cohesion and helps to develop a sense of belonging, ownership and an ability to influence decision-making at a local level.

> *"[…] voluntary activity in the community is associated with better health, lower crime, improved educational performance and greater life satisfaction."*
>
> − Institute for Volunteering Research (2007)

A consistent approach to the recruitment and support of volunteers will ensure all groups and individuals can access opportunities both within the Voluntary and Community Sector (VCS) and statutory sector. This will include the private sector with regards to Employer-Supported Volunteering (ESV).

It is important that vulnerable groups and individuals can be supported to access opportunities and sustain their volunteering commitment through agreed frameworks such as those outlined in the Sunderland Volunteering Toolkit.

1.3.   Purpose of the Strategy

The purpose of the Strategy is to understand Sunderland's current volunteering activity and the needs of those engaged in it, as well as the barriers to those not engaged. By gaining buy-in and ownership of the strategy from the organisations of the Sunderland Partnership we can enhance and develop volunteering activity. The Strategy along with associated action plan aims to secure a city-wide partnership approach to the promotion and celebration of volunteering in Sunderland, as this is the means by which volunteering can best be supported in the City.

An effective strategy for supporting volunteering in Sunderland should be viewed, and set, in the context of the Partnership's wider support for, and involvement with, the City's VCS through the Sunderland Community Network and the Sunderland Compact. The Strategy and accompanying action plan will provide the basis for partners and organisations to work together to raise the profile of volunteering and increase the number and diversity of volunteers in the City.

1.4.   What the Strategy will Achieve:

The Volunteering Strategy and Action Plan will build on existing good practice already taking place in the City and develop further actions to achieve the principal objectives of:

1. Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering), by:

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- Making it easier for people to access information about volunteering opportunities
- Working together to remove the barriers to volunteering
- Marketing volunteering opportunities more effectively
- Providing additional support mechanisms such as "buddying"

2. Recognising and celebrating the contribution of volunteers for their role in delivering services and improving the lives of people in the City, by:

- Promoting the contribution volunteers make to Sunderland
- Promoting case studies of local volunteers
- Building upon the success of area and City-wide volunteer events by emphasising the role of the Mayor of Sunderland and Elected Members
- Building upon the Volunteering Campaign in 2007 - "a little time makes a big difference"

3. Developing ways of supporting volunteers in their learning, skills development and employability, by:

- Working with volunteer involving organisations to support skills development in Sunderland
- Working together to ensure that organisations are able to provide their potential and existing volunteers with access to support, training and appropriate qualifications

4. Increasing the number of organisations with ESV schemes, by:

- Developing existing mechanisms to promote, assist and develop ESV in Sunderland
- Building the business case for ESV in public and private sector organisations
- Matching up ESV volunteers with the VCS organisations requiring volunteers

5. Improving the management of volunteers and the delivery of volunteering programmes in the City, by

- Building the capacity of volunteer-involving organisations to make effective use of volunteers
- Ensuring that there is effective co-ordination by and between relevant volunteering-involving organisations
- Ensuring that appropriate support is given to existing volunteer activities
- Ensuring that there is effective monitoring of volunteering activity.

By working towards these principal objectives, we will ensure that:

Volunteers are supported to reach their potential and can take part in volunteering activities that are meaningful to them;

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Voluntary and Community Sector organisations have the volunteers with the different skills that they need to carry out their valuable role in communities;

The City of Sunderland has a high number of local people who volunteer in a range of organisations who participate fully in City life and contribute to their community.

The Volunteering Strategy for Sunderland will be supported by a detailed action plan (see Section 4) that will outline the key steps to be taken to achieve the principal objectives of the Strategy. It will be developed and co-ordinated by the Volunteering Forum Steering Group and will run from 2011 – 2015. This will be a living action plan requiring regular monitoring and development.

2.   The Context

2.1   Defining Volunteers and Volunteering

The UK does not have one common definition of volunteering, which goes some way to explaining the difficulties in aligning research statistics on the levels and nature of volunteering.

A commonly used definition of volunteering is that used in Volunteering England's *Building on Success* Report (2004), which has been adopted by the National Compact and the Sunderland Compact:

> "[Volunteering is] an activity that involves spending time, unpaid, doing something that aims to benefit the environment or individuals or groups other than (or in addition to) close relatives."

This definition is a broad one and includes not only formal volunteering – giving unpaid help through groups, clubs or organisations – but also takes into account informal and occasional activities, often carried out on an individual basis, which may be excluded when reporting on National Indicator 6 (NI6 – see glossary).

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2.2   Pathways to Volunteering

The reasons for volunteering are personal and the motivations for doing so vary from person-to-person.

The following diagram summarises the various drivers in terms of how and why volunteer activities take place. It is purely illustrative, so the degrees and areas of overlap shown do not represent research findings.

Motivators
There are often degrees of overlap in what motivates volunteer activity. The main motivators can be summarised as follows:

Altruistic - A primary desire to help and benefit others, with little regard to personal benefit
Personal - A desire to achieve personal aims, whilst benefiting others
Obligation - Fulfilling an obligation which has been voluntarily accepted

Altruism
1. Philanthropy
2. Family connection
3. Ex-beneficiary
4. Spare-time activity
5. Hobbies
6. Community benefit

Personal Benefit
1. Expand skills
2. Develop contacts
3. Create job chances
4. Enhance CV
5. Health benefits
6. Social influence

Obligation
1. Employer schemes
2. Social policy
3. Criminal justice
4. Community schemes

Matching and Linkages
Linking volunteers to appropriate volunteering opportunities is done in many, overlapping, ways. These can be summarised as follows:

Advertising **-** Organisations needing volunteers advertise in the voluntary, public, and private sectors
Brokerage **-** Volunteer centres act as brokers in matching volunteers with volunteer opportunities
Community **-** Personal contacts between those with common social and community values and interests, is effective in linking volunteers to volunteering opportunities

Advertising

Community Links

Brokerage

Employer Schemes

Formal Agencies

Voluntary Sector Service & Development Organisations

Social & Environmental Community Groups

Special Interest Hobby & Sporting Groups

Employer or Government Sponsored Community Benefit

Channels for Activities
Voluntary sector community benefit and hobby organisations provide the most visible channels for formal volunteer activities.
Informal volunteering is less visible, and sometimes difficult to separate from 'good neighbourliness'.

Value Added Services

Community Leadership

Operations Support

Fundraising Sales and Collections

Technical and Professional Support

Regular Activities
Volunteers perform a variety of tasks. These can be summarised as:
Adding Value to existing services
Providing leadership in activities of community benefit
Raising funds to support services and activities
Technical and administrative support to organisations, particularly small ones, that could not otherwise afford it

Individual Beneficiaries

Target Beneficiaries of Charities

Enthusiasts or Hobbyists

Community Benefit in the form of Social capital

Beneficiaries
Volunteer activity is for the benefit of others. Those beneficiaries can be summarised as follows:
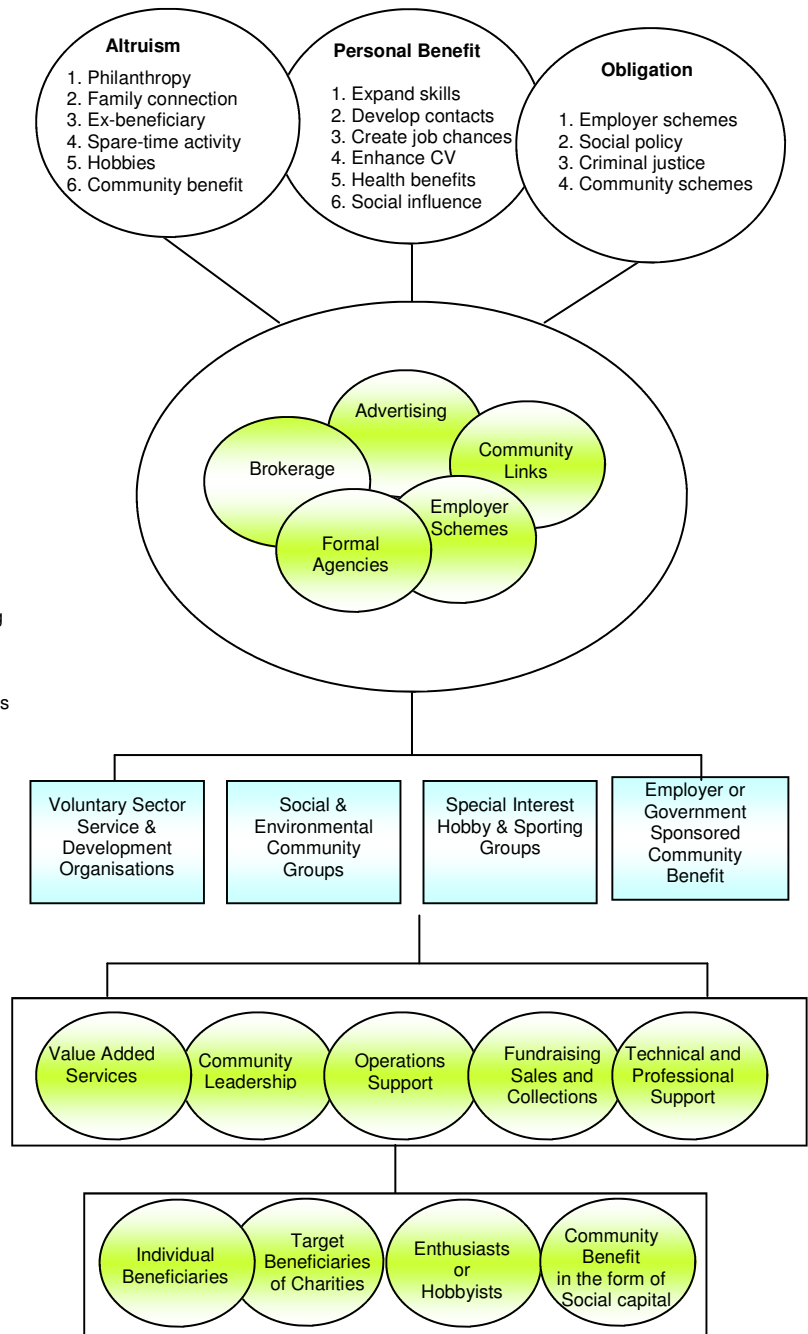Individuals - people benefiting from added services
Charities - charities reaching more of their beneficiaries
Enthusiasts - fellow enthusiasts benefited
Community - additional social capital in the community
Other

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"Volunteering has enabled me to learn lots of new skills. As well as working with younger people at the project, I have gained an understanding of all of the paperwork involved from purchase orders to risk assessments and evaluations. I used to be really shy and withdrawn, but volunteering has helped to boost my confidence and helped me realise what I'd like to do as a career. I'd definitely encourage more people to get involved."

– Anthony, Volunteer for Pennywell Youth Project, Sunderland

2.3   Identifying and Overcoming Barriers to Volunteering

While interest in volunteering is valued and recognised by the VCS, it is important to recognise that there is more to volunteering than increasing the numbers of volunteers.

A recent study carried out in Sunderland (Primetrics 2009) identified the following main obstacles to volunteering: work commitments, doing other things in one's spare time, looking after children or the home, and lack of awareness of volunteering opportunities.

There are additional barriers for volunteer-involving organisations in terms of associated costs in recruiting, inducting and supporting volunteers. The Sunderland Compact Funding and Procurement Code of Practice demonstrates the commitment of Compact signatory organisations to use the principle of full cost recovery when funding the VCS. Research into addressing this issue will be initiated via the Action Plan.

Despite these barriers, there are tangible solutions which will be addressed through the Sunderland Volunteering Action Plan (see Section 4). Further information on solutions to overcoming identified barriers is available in the Sunderland Volunteering Toolkit.

For example, effective structures to support volunteering need to be put in place. All volunteers deserve to have a good volunteering experience. This can be done by supporting improved practice in working with volunteers – for example, through the Sunderland Volunteering Toolkit, use of evaluation tools such as the Impact Assessment Toolkit (Institute for Volunteering Research 2004), and the development of a basic standards framework.

2.4   National Policy Context

Over the past decade, volunteering has consistently remained at the forefront of the political agenda due to a cross-party consensus on the many benefits of volunteering.

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The role of volunteering has been increasingly recognised in crime reduction, community cohesion and empowerment, supporting young people, skills development and social mobility, and improving public services.

With the onset of the economic downturn, the *Real Help for Communities* (Office of the Third Sector 2009) Action Plan emphasised volunteering as way of enabling people to develop new skills and improve their employment prospects. Volunteers themselves were also seen as key to maximising the ability of the VCS to support people and provide frontline services during the recession.

The coalition Government continues to promote a culture of volunteering and considers it to be important to creating a healthy civil society with a greater role for voluntary and community groups in the delivery of public services, including the running of schools and community facilities.

As part of its drive to create the Big Society, the Government has pledged to create a more supportive environment for volunteering by tackling the regulatory obstacles which deter new volunteers, dispelling the confusion surrounding the benefits system, and directing support to areas of the country where there are acute shortages of volunteers.[4]

2.5   Sunderland Policy and Strategic Context

The Sunderland Partnership is committed to 'Creating a better future for everyone in Sunderland.' This will be achieved through the Sunderland Strategy (2008 – 2025), which sets out a collective vision for the City:

Sunderland will be a welcoming, internationally recognised city where people have the opportunity to fulfil their aspirations for a healthy, safe and prosperous future.

The Sunderland Partnership developed the Sunderland Strategy to provide the long term framework for both organisations and individuals to work together to improve quality of life in Sunderland.

Partners recognising volunteering can support the successful delivery of the Sunderland Strategy priorities in many ways, for example:

- Prosperous City – fundraisers, treasurers, credit unions, volunteer drivers
- Learning City – school governors, play groups, community radio, reading
- Safe City – lifeboat rescue teams, first aiders, Police special constables
- Healthy City – hospital befrienders, sports coaches, luncheon clubs, walk leaders
- Attractive and Inclusive City – community allotments, festivals, events, trustees

Further examples of volunteering roles in Sunderland and their link to the Sunderland Strategy are available in the Sunderland Volunteering Toolkit.

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[4] Conservative Party (2009) *A Stronger Society: Voluntary Action in the 21st Century.*

Due to the very nature of volunteering the Sunderland Volunteering Strategy inherently links with other strategies such as the International Strategy, the Community Development Plan and the Safer Sunderland Strategy.

Partners are working together to involve local people, including volunteers, in decisions that affect their City.

For example, Sunderland Partnership's *Your Community...Your Say: Your guide to getting involved in the decisions that affect you, your local area and the whole city* (2010) encourages volunteers to become involved by joining a group or forum, such as:

- One of five Area VCS Networks
- Sunderland Volunteering Forum
- Sunderland Volunteering Forum Steering Group
- Community Association management committees
- Sunderland Community Network

Through such forums, volunteers in Sunderland – acting as individuals or as representatives of the organisation with which they volunteer – contribute to the development of Local Area Plans and the design and delivery of local services.

> *"Our volunteers make a vitally important contribution in Sunderland and we must continue to support them and the work that they do."*
>
> − Canon Stephen Taylor, Chair of Sunderland Partnership

2.6   Volunteering in the City of Sunderland

It is difficult to establish the true extent of participation in volunteering across the City because recorded data is limited. There are currently few main sources of data on volunteering in Sunderland:

(i) Data from the Sunderland Volunteer Centre and Volunteer-Involving Organisations

Details of those registering with the Sunderland Volunteer Centre as prospective volunteers and (limited) data available from volunteer-involving organisations suggest that the position in Sunderland is typical of findings from national surveys.

Typically, volunteers are twice as likely to be women and most likely to be between 20 and 50 years of age. However, there is evidence of an increasing number of young people (under the age of 19) registering as volunteers in Sunderland, despite the remaining tendency for advertised volunteering opportunities to be aimed at those over 18 years of age.

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A total of 1590 people in Sunderland registered an interest to volunteer through the Volunteer Centre in 2009-10. It is important to note that not everyone who registers with the Volunteer Centre will go on to volunteer, nor are all volunteers registered with the Volunteer Centre.

(ii) Data from the Place Survey

An interim Place Survey was conducted in Sunderland between October and December 2009. Data collected during this period shows an overall increase in the proportion of local residents participating in volunteering.

- Overall, 24 per cent of local residents surveyed had volunteered with a group, club or organisation in 2009.

- Participation in regular volunteering (NI6) also increased in Sunderland, from 14 per cent in 2008 to 17 per cent in 2009.

- A further seven per cent of respondents said they had given unpaid help on an individual basis over the last 12 months, but almost seven in 10 (69 per cent) stated they had not given any unpaid help in the last 12 months.

(iii) Data from the National Survey of Third Sector Organisations

The level of recorded data on the use of volunteers is limited by the general absence of monitoring by volunteer-involving organisations in Sunderland. However, it is evident from both the National Survey of Third Sector Organisations (2008) and information of those working in Sunderland's VCS that volunteers make a significant contribution to VCS organisations in the City.

According to data collected through the National Survey of Third Sector Organisations in 2008-09, 72 per cent of VCS organisations surveyed in Sunderland had anywhere from one to 20 volunteers at the time; six per cent of respondents indicated that their organisation had 51 to 100 volunteers. Of the 258 organisations surveyed, only seven per cent stated that they did not have any volunteers.

Ensuring a supportive environment for volunteering in Sunderland will support a thriving VCS in the City and enable these organisations to continue to provide valuable services to residents.

2.7   Equality and Diversity in Volunteering

It is recognised that a diverse range of people in Sunderland volunteer, including people with disabilities; men and women; gay, lesbian and bisexual people; transgender people; older people; young people; people with mental health issues; people from black and minority ethnic groups; faith groups; ex-offenders, and carers. It is essential that the needs of all groups and individuals are recognised with regards to volunteering roles.

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Currently there is a lack of data with regards to the diverse range of people who volunteer in Sunderland and their needs. This issue will be addressed through the Sunderland Volunteering Action Plan (see Section 4).

2.8 The Sunderland Compact and Volunteering Code of Practice

The Sunderland Compact is an agreement between the organisations of the Sunderland Partnership and the VCS to improve their relationship for mutual advantage and community gain. This will be achieved by working towards the key principles set out in the Compact and the supporting Codes of Practice.

The Sunderland Compact Volunteering Code of Practice was agreed by VCS organisations and organisations of the Sunderland Partnership in June 2009. It sets out the principles and undertakings for both the organisations of the Sunderland Partnership and VCS organisations in Sunderland on how to work together to support and promote volunteering.

For example, the Volunteering Code of Practice sets out commitments to increase and improve access to volunteering opportunities, and to identify and support the elimination of current barriers in order to enable more people to become involved in varied forms of voluntary activity in Sunderland.

The Volunteering Code of Practice also offers four key principles fundamental to volunteering – choice, diversity, reciprocity and recognition. It is reviewed along with the Sunderland Compact on an annual basis and is considered in the Sunderland Volunteering Strategy Action Plan. Further information on the Volunteering Code of Practice is available from the Sunderland Compact website (www.sunderlandcompact.org.uk).

2.10 Sunderland Volunteering Forum and Steering Group

The Sunderland Volunteering Forum is led by Sunderland Volunteer Centre. The purpose of the Forum is to raise awareness of volunteering at a strategic level and promote collaboration, and membership is drawn from the both the public sector and the VCS. It is the principal arena in which to raise issues and concerns relating to volunteering in Sunderland, and to share best practice. The Forum's Steering Group consists of representatives from the Sunderland Volunteer Centre, Sunderland City Council and VCS organisations. The Chair of the Volunteering Forum Steering Group is the Chief Officer of Volunteer Centre Sunderland who is also a member of the Compact Implementation Group, which reports to the Sunderland Partnership.

2.11 The Role of Sunderland Volunteer Centre

The key infrastructure organisation for volunteering in the City is the Sunderland Volunteer Centre, which exists to promote, support and develop volunteering in Sunderland. The Volunteer Centre actively recruits volunteers from all sections of the community and matches them to volunteering opportunities within local VCS

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organisations, as well as providing support and guidance around good practice when working with volunteers. The Volunteer Centre is a local volunteer development agency and its role has changed over the years towards a greater focus on strategic development of volunteering in the City.

The Organisation has benefited from Volunteering England's investment in a nationally branded programme to increase volunteering and from a website designed to link volunteers to volunteering opportunities.

The 'v' and 'Do-it' websites are used by the Sunderland Volunteer Centre to engage volunteers of all ages. The national materials are often targeted at raising awareness of volunteering amongst young people.

2.12 The Role of Sunderland City Council

Sunderland City Council, through the City Services Directorate, provides additional advice, assistance and financial aid as part of its support for Community Development activities. This support has included the production of promotional materials and the organisation of promotional and recognition events. In addition the Sunderland Volunteering Toolkit was produced in partnership by Sunderland City Council and Sunderland Volunteer Centre for use by those involved in volunteer management.

3. Actions to Support Volunteering

3.1 The Sunderland Volunteering Toolkit

A Sunderland Volunteer Toolkit has been developed to assist all volunteer-involving organisations in recruiting, supporting and retaining volunteers safely and securely. Over 400 Volunteering Toolkits have been distributed to organisations throughout the City.

The Sunderland Volunteering Toolkit provides information and guidance around volunteering policies and procedures, covering areas such as recruitment, expenses, the law, training and safeguarding.

The Toolkit aims to effectively support both organisations that are considering the use of volunteers and organisations that currently use volunteers. The Toolkit, an interactive working file, is supported by a full training package to ensure the effective implementation and understanding of volunteering policies and procedures.

3.2 Celebrating the Contribution of Volunteers in Sunderland

The Sunderland Partnership recognises both the value and contribution of volunteers in working towards the achievement of the City's strategic priorities.

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Sunderland already celebrates the valuable contribution made to society by volunteers by holding area based volunteer celebration events hosted by Elected Members. The events, which first took place in early 2010, were promoted through a series of case studies in the local press. Both Elected Members and the volunteers felt the events were a real success, attracting on average 25 nominated volunteers at each event.

The Mayor of Sunderland, on behalf of the Sunderland Partnership, also hosts an annual city-wide volunteer celebration dinner during national Volunteers' Week.

A Volunteering Campaign was conducted across the City in 2007held under the banner of "a little time makes a big difference". Sunderland City Council's Community Development Team and Sunderland Volunteer Centre and Sunderland CVS worked in partnership to hold volunteering road shows at venues and events across Sunderland such as The Galleries, Washington, The Bridges and The Sunderland Airshow. This campaign will be further developed strategically through the Sunderland Volunteering Strategy Action Plan (see Section 4).

> *"Volunteering is very rewarding and has enabled me to do something constructive for the benefit of the community with my spare time. I would recommend volunteering to everyone as it's a great way of meeting new people and getting a great feeling of self respect."*
>
> − Samantha Campbell, Secretary, Sunderland Community Matters

4.   The Sunderland Volunteering Strategy Action Plan

The actions required for implementation of the Sunderland Volunteering Strategy are summarised on the following pages. Carrying out these actions will potentially have significant impact on Sunderland Partnership organisations and will therefore take some time to implement.

The Sunderland Volunteering Strategy Action Plan will not cover those activities currently undertaken to increase volunteering and raise its profile. It will solely identify new actions to be undertaken.

This Action Plan will be monitored by the Sunderland Volunteering Forum Steering Group.

N.B. – the Lead and Supporting Organisations for some actions contained within the Action Plan will be decided in the near future.

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Sunderland Volunteering Strategy Draft Action Plan

Objective 1			
Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering)			
Key: Short term 2011 Medium term 2011 – 2013, Long term 2013 onwards			
Outcome	**Outputs or Deliverables**	**Timescale S/M/L**	**Lead Organisation & Supporting Organisation(s)**
Improved access to information and understanding of volunteering	Encourage and support organisations to register or update volunteering opportunities with Sunderland Volunteer Centre	S	SVFSG SVC SCC
	Monitor and evaluate take-up of volunteering opportunities	M	To be decided
	Develop a co-ordinated approach to e-enabled volunteering opportunities (e.g. website links), through Sunderland Partnership organisations and the wider VCS	M	SVFSG SVC SCC
	Develop targeted outreach services where there are barriers or low levels of volunteering.	S	SVC SCC
	Provide additional support mechanisms for new or less confident volunteers and those who may find it difficult to access services	M	To be decided
	A diverse range of local people involved in the review of Local Area Plans and other decision-making processes	M	SCC SVC
	Developing programme of events to network potential volunteers with opportunities	S	SVC
	Continue to promote awareness of existing volunteering resources	S	SVFSG SVC SCC
	Continuing to work with government schemes designed to promoting volunteering opportunities for young people	S	SVFSG
	Continuing to work with groups to develop menu of volunteering activities for a diverse range of volunteers	M	To be decided
	Support the delivery and coordination of volunteering recruitment campaigns, with a specific focus on engaging under-represented groups	S	SCC

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Objective 1				
Increasing the number of people volunteering in the City of Sunderland (whether through formal or informal volunteering)				
Key: Short term 2011 Medium term 2011 – 2013, Long term 2013 onwards				
	Further develop the Volunteering Forum and Steering Group		M	SVFSG SVC SCC
	Further develop and raise awareness of Sunderland Compact and the Volunteering Code of Practice		S	SVFSG Sunderland Volunteer Centre SCC

Objective 2				
Recognising and celebrating the valuable contribution of volunteers for their role in delivering services and improving the lives of people in the City				
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards				
Outcome	**Outputs or Deliverables**		**Timescale S/M/L**	**Lead Organisation & Supporting Organisation(s)**
Recognition of the valuable contribution volunteers make to Sunderland and of the benefits to the individual	Co-ordinating high profile media campaigns, celebrating volunteering in Sunderland and profiling individual and group volunteering case studies		S	SVFSG SVC SCC
	Using the Sunderland Partnership website/TV/ publications, including those of all Sunderland Partnership organisations, to raise the profile of volunteering		M	SVFSG SVC SCC
	Developing a partnership approach to Sunderland Volunteer Celebration events and awards at the area and City level		M	To be decided

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Objective 3			
Supporting volunteers to increase confidence, learning, skills and employability prospects			
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards			
Outcome	**Outputs or Deliverables**	**Timescale S/M/L**	**Lead Organisation & Supporting Organisation(s)**
Increased confidence for those volunteering	Build upon current good practice in the City by encouraging more organisations to provide mentors to support the development of skills and knowledge of volunteers with disabilities, including mental health	L	To be decided
	Encouraging organisations (including the private sector) to provide mentors for those who are socially excluded	L	SVFSG SVC SCC
	Encouraging organisations to provide volunteering opportunities for those who are socially excluded	M	SVFSG SVC SCC
Organisations are able to provide volunteers with access to support, training and appropriate qualifications	Developing links between volunteer managers and employability support services to improve understanding the role of volunteering in improving employment prospects	L	To be decided
	Develop the existing Volunteering Forum to share good practice for the benefit of the organisation and ultimately individual volunteers	M	SVFSG SVC
	Providing guidance to smaller organisations supporting volunteers to help them make best use of potential and existing volunteers	M	To be decided
	Enabling volunteers to progress into education, training, employment or other volunteering opportunities	L	To be decided
	Working with local training providers and educational institutions to ensure that organisations are aware of opportunities for volunteers to develop their skills	M	SVFSG SVC SCC
Raise awareness of link with employability, in context of recession and increasing employment opportunities	Employment support services to advise clients on the important role of volunteering in gaining skills that may lead to employment, education or training	M	SVFSG SVC SCC

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Objective 4			
Increase number of organisations with Employer Supported Volunteering Schemes			
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards			
Outcome	**Outputs or Deliverables**	**Timescale S/M/L**	**Lead Organisation & Supporting Organisation(s)**
Mechanisms in place that promote, assist and develop Employer Supported Volunteering	Organisations with effective employer supported schemes supporting other organisations to develop their own ESV scheme	S	SVFSG Gentoo SCC
	Developing employer supported volunteering sessions to individuals interested in volunteering, providing them the opportunity to explore potential volunteer roles and activities	M	SVFSG Gentoo SCC
	Support Sunderland Partnership and private sector organisations to have ESV schemes and associated policies	M	Sunderland Partnership
	Celebrating employee volunteering through celebration and recognition events	M	To be decided
Promote the benefits of employer supported volunteering in SMEs.	Employers understanding the benefits of volunteering to their organisation	M	SVFSG Gentoo SCC
Increased skills and capacity of voluntary-led management committees	Encourage employers and employees to become actively involved in volunteering for VCS organisations	M	SVFSG SCC SVC
	Voluntary-led management committees to identify skills shortages and actively seek to recruit into these through the Sunderland Volunteer Centre	S	SVC SCC

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Objective 5			
To improve management of volunteers and delivery of volunteering programmes			
Key: Short term 2011, Medium term 2011 – 2013, Long term 2013 onwards			
Outcome	**Outputs or Deliverables**	**Timescale S/M/L**	**Lead Organisation & Supporting Organisation**
Demonstrating how volunteers add value to organisations	Accessing relevant training and information for those who manage / co-ordinate volunteers (e.g. promotion of the Volunteering Toolkit and associated training) to promote good practice when managing volunteers and maintaining quality standards	S	SVC SVFSG
Safe recruitment and induction of volunteers	Appropriate CRB and recruitment processes in place and volunteers provided with appropriate inductions by organisations who engage with volunteers	M	SVC SCC
Appropriate support to existing volunteers	Determining the support needs of volunteers, and how organisations may assist (e.g. voluntary sector led management committee governance needs)	M	To be decided
	Research with recommendations undertaken regarding the costs associated with recruiting, inducting and supporting volunteers	M	SCC SVC
A clear and accurate picture of volunteering within the City as a whole	Organisations recording information on volunteers (e.g. numbers, equality and diversity information, demographics, type of activity, hours and progression)	M	To be decided
	Coordinated approach to data collation, analysis and target setting	M	To be decided
	Undertaking regular and accurate impact assessments of volunteer activity across the City	L	SVFSG SVC SCC
	Volunteer involving organisations carrying out satisfaction surveys of beneficiaries	M	To be decided

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SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE   **14 DECEMBER 2010**

WORK PROGRAMME 2010-11

REPORT OF THE CHIEF EXECUTIVE

Strategic Priorities: SP1 Prosperous City, SP5 Attractive City

Corporate Priorities: CIO1: Delivering Customer Focused Services, CI04: Improving partnership working to deliver 'One City'.

1.   Purpose of the report

1.1   The report attaches, for Members' information, the current work programme for the Committee's work during the 2010-11 Council year.

1.2   The work of the Committee in delivering its work programme will support the Council in achieving its Strategic Priorities of Safer City, support delivery of the related themes of the Local Area Agreement, and, through monitoring the performance of the Council's services, help the Council achieve its Corporate Improvement Objectives CIO1 (delivering customer focussed services) and C104 (improving partnership working to deliver 'One City').

2.   Background

2.1   The work programme is a working document which the Committee can develop throughout the year. The work programme allows Members and officers to maintain an overview of work planned and undertaken during the Council year.

3.   Current position

3.1   The work programme reflects discussions that have taken place at the 8 June 2010 Scrutiny Committee meeting. The current work programme is attached as an appendix to this report.

4.   Conclusion

4.1   The work programme developed from the meeting will form a flexible mechanism for managing the work of the Committee in 2010-11.

5   Recommendation

5.1   That Members note the information contained in the work programme and consider the inclusion of proposals for the Committee into the work programme.

Contact Officer: james diamond, Scrutiny Officer
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	JUNE 15.06.10	JULY (REARRANGED) 13.07.10	SEPTEMBER 21.09.10	OCTOBER 19.10.10	NOVEMBER 16.11.10	DECEMBER 14.12.10	JANUARY 18.01.11	FEBRUARY 15.02.11	MARCH 15.03.11	APRIL 12.04.11
Cabinet referrals and responses			Progress on Policy Review - Access to Housing (Cllr Truman/Alan Caddick)	Progress on Policy Review – Local Studies (Cllr D Wilson/Jane Hall)						
Policy Review	Proposals for policy review (Scrutiny Officer)	Scope of review (Scrutiny Officer)	Scope and approach to review (Scrutiny Officer)	Progress on Review (Scrutiny Officer/Jane Hall)	Policy Review – History and Heritage (Jane Hall)	Policy Review – Libraries and Museums Services (Scrutiny Officer)	Policy Review – Libraries and Museums Services (Scrutiny Officer) Policy Review - Arts and Creative (Scrutiny Officer) Community Cohesion (Sal Buckler)	Policy Review – Sport and Leisure Events and Tourism (Scrutiny Officer)	Draft report (Scrutiny Officer)	Final Report (Scrutiny Officer)
Performance			Performance & VfM Assessment (Gillian Robinson)			Performance Framework Q2 including Progress on policy reviews				Performance Framework Q3 including progress on policy reviews

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| Scrutiny | Work Programme 2010/11 (Review Coord)

Forward Plan | Economic Masterplan (Janet Johnson)

Work Programme 2010/11 (Review Coord)

Forward Plan | Empire Theatre Annual Report (Jane Hall)

World Heritage Bid Update (Michael King)

Extra Care Accommodation Management Guide (Alan Caddick)

Work Programme 2010/11 (Review Coord)

Forward Plan | Play and Urban Games Strategy (Carol Lewis)

Affordable Housing (Neil Cole)

Work Programme 2010/11 (Review Coord)

Forward Plan | Weather and Climate Risk Management Strategy (Neil Cole)

Housing and Neighbourhood Renewal Enforcement Policy – Update on Selective Licensing (Alan Caddick)

Sunderland Housing Priorities Plan (Alan Caddick)

Work Programme 2010/11 (Review Coord)

Forward Plan | Sunderland Volunteering Strategy (Julie Gray)

Work Programme 2010/11 (Review Coord)

Forward Plan | Access to Housing Project (Alan Caddick)

Affordable Warmth Strategy (Alan Caddick)

Neighbourhood Renewal – Hetton Downs (Alan Caddick)

Work Programme 2010/11 (Review Coord)

Forward Plan | Annual Sport and Leisure Report (RL)

Work Programme 2010/11 (Review Coord)

Forward Plan | Work Programme 2010/11 (Review Coord)

Forward Plan | Annual Report (Review Coord)

Work Programme 2010/11 (Review Coord)

Forward Plan |
|---|---|---|---|---|---|---|---|---|---|---|
| **CCFA/ Members items/Petitions** | | | | | | | | | | |

SUSTAINABLE COMMUNITIES SCRUTINY COMMITTEE

FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 DECEMBER 2010 – 31 MARCH 2011

REPORT OF THE CHIEF EXECUTIVE   **14 December 2010**

1.   Purpose of the Report

1.1   To provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 December 2010 – 31 March 2011

2.   Background Information

2.1   Holding the Executive to account is one of the main functions of Scrutiny. One of the ways that this can be achieved is by considering the forthcoming decisions of the Executive (as outlined in the Forward Plan) and deciding whether Scrutiny can add value in advance of the decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.

2.2   To this end, it has been agreed that, on a pilot basis, the most recent version of the Executive's Forward Plan should be included on the agenda of each of the Council's Scrutiny Committees. The Forward Plan for the period 1 December 2010 – 31 March 2011 is attached marked **Appendix 1**.

3.   Current Position

3.1   Following member's comments on the suitability of the Forward Plan being presented in its entirety to each committee it should be noted that only issues relating to the specific remit of the Sustainable Communities Scrutiny Committee are presented for information and comment. Due to agenda and publication deadlines a revised copy of this information will be circulated at the meeting reflecting any amendments.

3.2   In the event of Members having any queries that cannot be dealt with directly in the meeting, a response will be sought from the relevant Directorate.

4.   Recommendations

4.1   To consider the Executive's Forward Plan for the period 1 December – 31 March 2011.

5.   Background Papers
       None

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Contact Officer :   James Diamond 0191 561 1396
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Forward Plan - Key Decisions for the period 01/Dec/2010 to 31/Mar/2011

E Waugh,
Head of Law and Governance,
Sunderland City Council.

12 November 2010

Forward Plan: Key Decisions from - 01/Dec/2010 to 31/Mar/2011

No.	Description of Decision	Decision Taker	Anticipated Date of Decision	Principal Consultees	Means of Consultation	When and how to make representations and appropriate Scrutiny Committee	Documents to be considered	Contact Officer	Tel No
01457	To adopt an addendum to the City's Play and Urban Games Strategy.	Cabinet	01/Dec/2010	Council Officers; All Ward Members via Area Committee; Customers; Sustainable Communities Scrutiny Committee	Area Committees; Meetings; Reports; Letters and Research	To contact Officer by 22 November 2010 - Sustainable Communities Scrutiny	Report	Julie D Gray Head of Community Services	5617574
01433	To approve the Housing and Neighbourhood Renewal Enforcement Policy	Cabinet	01/Dec/2010	Cabinet, Service Users, Ward Members and Portfolio holders	Briefings / meetings	Via the contact Officer by 19 November 2010 - Sustainable Communities Scrutiny committee	Report	Alan Caddick	5662690
01424	To agree the Review of the Sunderland Private Landlords Self Accreditation Scheme	Cabinet	12/Jan/2011	Housing Portfolio Holder, Ward Members, Residents and Owners of property	Briefings and/ or meetings with interested parties	Via the Contact Officer by 20 December 2010 - Sustainable Communities Scrutiny Committee	Report	Alan Caddick	5662690

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Forward Plan: Key Decisions from - 01/Dec/2010 to 31/Mar/2011

No.	Description of Decision	Decision Taker	Anticipated Date of Decision	Principal Consultees	Means of Consultation	When and how to make representations and appropriate Scrutiny Committee	Documents to be considered	Contact Officer	Tel No
01400	To agree the Access to Housing Project - Allocations Policy	Cabinet	02/Feb/2011	Cabinet, Service Users and Carer Groups, Portfolio Holder, Adult Services Staff and Partners	Briefings and/or meetings with interested parties	Via the Contact Officer by 21 January 2010 - Sustainable Communities Scrutiny Committee	Full Report	Alan Caddick	5662690
01451	To agree the Low Carbon Homes Strategy	Cabinet	02/Feb/2011	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meetings with interested parties	Via the contact officer by 20 January 2011 - Sustainable Communities Scrutiny Committee	Report	Alan Caddick	5662690
01452	To agree the revised Financial Assistance Policy	Cabinet	09/Mar/2011	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meetings with interested parties	Via the contact officer by 21 February 2011 - Sustainable Communities Scrutiny Officer	Report	Alan Caddick	5662690

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