

# SUNDERLAND WEST AREA COMMITTEE

25<sup>th</sup> May 2011

## REPORT OF THE CHIEF EXECUTIVE

### Sunderland West Area Committee: Work Plan for 2011/12

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

- 1.1 Committee agreed in March 2011 the next steps regarding the process to be used in shaping and informing the final work plan for Area Committee, against the provisional emerging priorities for the West area. This included:
  - Seeking views from local residents and Voluntary and Community Sector (VCS), via the Sunderland West VCS Area Network.
  - Using qualitative research available within the Council.
  - Draft final work plan presented to elected members for comment and observation.
- 1.2 The purpose of the work plan is to clearly identify the key priorities for Area Committee to discuss, deliver actions and monitor throughout the year, with the overall outcome to improve the quality of life for residents within Sunderland West.
- 1.3 It provides a transparent framework for elected members, partners, and officers to work from, as well as, acting as a focal point for local residents to find out what the Area Committee is doing to make a difference within their neighbourhood.
- 1.4 Key information for members to consider and agree are:
  - Key priorities
  - Actions
  - Lead Agents
  - Deadline Dates
  - Call for Projects
  - Outcome measure
- 1.5 If adopted, the work plan will inform the majority of work for Sunderland West Area Committee for 2011 – 2012, as it will form part of the standing agenda, along with progress updates being provided on Sunderland City Council's website after each Area Committee meeting. The Work Plan is made up of six work streams, each of which represents a key priority for Committee, these are:
  1. Youth and Play provision; diversionary activities to alleviate Anti Social Behaviour (ASB) and disorder.
  2. Traffic and Highways, including repairs, speeding and dangerous driving.
  3. Job Prospects.
  4. Health and Well Being, focussing on areas of concern and risk taking behaviour.
  5. Child Poverty.
  6. Environmental and Street Scene improvements, including shopping centres.
- 1.6 The information and feedback received since March 2011, has been collated and the final plan is attached at **Annex 1**. The 'Lead Co-ordinator' identified against each priority, will have the overall responsibility in ensuring that the actions listed are delivered, providing Committee with updates and possibly additional options, actions or recommendations for Members to consider throughout the year.

## **2. Key Priorities (subject to approval)**

### **2.1 Youth and Play provision, Lead Co-ordinators: Jane Eland, Jane Wheeler and Inspector Kevin Jones**

2.1.1 There have been substantial changes and reductions to funding streams, and these are examined in a report to this committee from the Executive Director of Children's Services, attached as Annex 1b. In addition to this, the key issues identified to date are: provision for 8 – 12 year olds; lack of holiday activities; training provision for volunteers; targeting youth provision to ASB hotspots.

A Task and Finish Group is proposed as a means of mapping need and gaps and developing proposals for the committee and councillor nominations are sought onto it.

### **2.2 Traffic and Highways, Lead Co-ordinator: Andrew Jackman**

2.2.1 The key issue identified is the need to influence the planning and delivery of services and work programmes being proposed as part of routine maintenance and capital programmes. It is proposed that Area Committee receives details and reports of work programmes being planned in the West to enable committee to influence or determine, as appropriate, those programmes.

### **2.3. Job Prospects, Lead Co-ordinators: Karen Alexander, Nikki Vokes,**

2.3.1 The changes to the funding and eligibility criteria of the Government's Work Programme and continuing economic uncertainty have helped to make this a major area of concern in the West. The key issues identified to date are to investigate measures to increase employability skills, particularly for the most disadvantaged and vulnerable and also means to up-skill volunteers to improve their job prospects. It is proposed to establish a Task and Finish Group to develop project ideas to report to Area Committee and councillor nominations are sought for it.

### **2.4. Health and Well Being: Lead Co-ordinators: Gillian Gibson, Victoria French**

2.4.1 Sunderland suffers from significant health deprivation, with the West having communities with poorer health outcomes than the city average, particularly in Sandhill, Pallion and St Anne's wards. The committee, through its existing 'Health Champions' project is looking to tackle the main social determinants of health and develop a systematic approach to tackling lifestyle and risk taking behaviour and health inequalities. The key issues identified are to further develop the existing 'Health Champions' project and promote further training. In addition there is a need to link with other work and agendas including: children and young people; families; older people; child and family poverty. It is proposed the existing Task and Finish Group continue to further existing work and develop new projects for the Area Committee's consideration and councillor nominations are sought for it.

### **2.5 Child Poverty, Lead Co-ordinator: Raj Singh**

2.5.1 In Sunderland 25.4% of children live in poverty; the figure for Sunderland West is 28%. The key issue is the adoption of the city wide strategy: 'The Sunderland Child and Family Poverty Strategy Phase 2 (2011 -13). This, and the pilot neighbourhood model of working, which will develop and implement focussed, targeted service delivery models in

the identified neighbourhood area of Southwick in the North of Sunderland, with the aim of sharing good practice and widening this approach across the city. This will enable the Area Committee to determine future actions in support of the strategy. It is proposed an update be given to committee in November.

## **2.6 Environmental and Street Scene improvements, Lead Co-ordinator: Bill Blackett**

2.6.1 One of the key priorities of committee is to make streets more attractive and to improve run down areas. The delivery of Responsive Local Services and small scale capital works have helped in delivering against the priority. The key issues identified to further this are: further development of Responsive Local Services; the Greenspace Audit and Green Infrastructure Strategy; derelict and neglected land and buildings. Two projects are currently being delivered, funded by the Area Committee. It is proposed the existing Task and Finish Group continue to develop new proposals and projects for the Area Committee's consideration and committee agree councillor nominations for it.

## **3. Project Development**

3.1 It has always been an ambition of the committee, through its Work Plan, to take a more proactive role in the identification, development and funding of projects, which fulfil its priorities. The development of Task and Finish Groups has furthered this throughout 2010/11.

3.2 It is proposed to further this process whereby the Area Committee will invite funding applications, where appropriate, from organisations, in order to deliver specific strategic priorities, as identified in the Work Plan. This process, known as a 'Call for Projects', is likely to account for an increasing proportion of the committee's budget and will assist the committee in achieving its strategic priorities.

However, it is recognised that funding should be flexible to meet the changing needs within an area and that a proportion of the Strategic Initiatives' Budget (SIB) should be available for groups and organisations to proactively identify gaps and needs within the local community. Funding support will enable them to deliver relevant projects to assist in achieving the priorities identified in the Work Plan.

## **4. Recommendation**

Members are requested to agree and adopt the work plan as outlined in Annex 1:

1. Youth and Play provision; diversionary activities to alleviate ASB and disorder
  - Agree to establish a Task and Finish Group and nominate councillors onto it.
  - Agree the actions as outlined in Annex 1a
  - Agree the recommendations as set out in Annex 1b.
2. Traffic and Highways, including repairs, speeding and dangerous driving
  - Agree the actions as outlined in Annex 1a.
3. Job Prospects
  - Agree to establish a Task and Finish Group and nominate councillors onto it.
  - Agree the actions as outlined in Annex 1a.
4. Health and Well Being, focussing on areas of concern and risk taking behaviour
  - Agree the existing Task and Finish Group continues and nominate councillors onto it.
  - Agree the actions as outlined in Annex 1a.
5. Child Poverty
  - Agree the actions as outlined in Annex 1a.

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| <ol style="list-style-type: none"><li>6. Environmental and Street Scene improvements, including shopping centres<ul style="list-style-type: none"><li>• Agree the existing Task and Finish Group continues and nominate councillors onto it.</li><li>• Agree actions as outlined in Annex 1a.</li></ul></li><li>7. Call for Projects<ul style="list-style-type: none"><li>• Agree to implement in appropriate circumstances.</li></ul></li></ol> |
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**Background Papers:** Sunderland City Council Constitution, Section 10.2  
Performance delivered against priorities 2010/11  
Terms of Reference of Work Plan Task and Finish Group  
Sunderland West: Priorities for 2011-12 Action Plan  
Sunderland West Local Area Plan

**Annex 1a:** Sunderland West Area Committee: Work Plan 2011-12  
**Annex 1b:** Provision of Youth Activity