

PEOPLE

	Area Priority	ACTIONS	Lead Agent	Progress Report
1	Health and Wellbeing	<p>Delivery of actions as included within the West Health Plan on a Page, as agreed at April Area Committee:</p> <p>1. Identify impact of access to health and social care professionals and services</p> <ul style="list-style-type: none"> • Understand access to services including GP Practices, understand referrals and established pathways across the West, cross referenced with attitudes, behaviours and issues experienced and utilise the data and intelligence gathered to identify an effective area engagement plan to ensure pathways are clear between organisations/services and individuals are accessing the right services at the right time to support improved health outcomes and best value • Building on community assets and national programmes such as Change4life, promote participation and take up of physical activity • Continue to deliver the Enterprise and Personalisation project, specifically supporting local businesses to grow as well as interpreting the diagnostic intelligence in relation to West business and capacity for growth to support personalisation priorities 	SCC & CCG & VCS	<p>Report agreed at West Area Committee in December to support the development of a West Health programme, working with communities and the VCS to support vulnerable communities and develop best practice / lessons learnt. People Board developed a call for projects to support mental health and wellbeing within the West, focusing on understanding why certain harder to reach groups do not access mainstream support with regard to mental health, trying alternative therapies as a method to determine lessons learnt to improve formal pathways moving forward, working in close partnership with the SCCG.</p> <ul style="list-style-type: none"> • Report presented to West People Board to discuss match funding from SCCG to the West Area Committee to support locality working, working with the VCS. Item 5 Financial Report to recommend approval at March 2015 Area Committee to accept the £20,000 match funding from the CCG to further enable the West VCS to develop their programme of activity to support health and wellbeing outcomes to be delivered within the West. • Enterprise and Personalisation project progressing, with business diagnostic intelligence support future thinking. 5 businesses have now been established within the pilot.

		2. Mental Health and Wellbeing <ul style="list-style-type: none"> • Identify causes for poor mental health and wellbeing and understand the barriers to addressing these • Identify how the causes and barriers of poor mental health and wellbeing can be addressed • Ensure that the Place Board support to address causes through improvements to open spaces and the environment • Consider the use of alternative therapies connected to worklessness/welfare reform, working with all partners including schools, specifically working with those groups within communities that are particularly vulnerable and currently maybe missing pathways to support • Continue to support health champions within the West, with a particular focus upon recognising symptoms and sign posting to appropriate support, including Dementia and awareness 		<p>Report agreed at West Area Committee in December to support the development of a West Health programme, working with communities and the VCS to support vulnerable communities and develop best practice / lessons learnt. • Locality leads attended September People Board to update on Mental health pathways and review and opportunities to work in partnership, specifically linking with VCS to deliver West area priorities as well as city-wide Dementia Awareness Training programme delivered via Health Champions within the West and training to be delivered to Pallion and Silksworth Traders at their March meetings.</p>
		3. Teenage Conception Rates (particularly St Anne's and Sandhill Wards) <ul style="list-style-type: none"> • Establish why teenage conception rates in these particular wards are higher and try and address these through partnership working • Link developments with the Council's ongoing Sexual Health Review • Link current residents groups with current GP Patient Groups to ensure local intelligence is considered and utilised to develop robust improvements 	SCC	<ul style="list-style-type: none"> • Report agreed at West Area Committee in December to support the development of a West Health programme, working with communities and the VCS to support vulnerable communities and develop best practice / lessons learnt. • Further to the attendance of CCG at September People Board, consider how this is built into improving secondary health education. • Ensure clear links with 14 - 16 project particularly with reference to raising aspirations and removing barriers for young people.
		4. Obesity / Healthy Eating and Lifestyles <ul style="list-style-type: none"> • Linking with the Council's developing Intergrated Wellness Model, support families to develop healthy lifestyles through training, support and sharing information • Develop an extended Change4Life programme through West schools, delivering a whole family approach to offer support to develop healthy lifestyles • Explore the development of a local food co-op • Utilise assets within the West to add value and increase usage to support healthy lifestyles, developing derelict / under-used sites, working with communities and partners, particularly promoting active travel and using the 'great outdoors' • Establish issues / areas of concern regarding substance misuse in the West 	CCG & NTW, working with SCC and VCS	<p>• Report agreed at West Area Committee in December to support the development of a West Health programme, working with communities and the VCS to support vulnerable communities and develop best practice / lessons learnt. • Change4life programme supported with Schools across the West - SIB funding approved at June 2014 Area Committee (See report within committee papers). Healthy Lifestyles Co-ordinator now appointed and commenced in post, pro-actively working with schools across the West, full update presented to People board in January 2015.</p> <ul style="list-style-type: none"> • Substance misuse issues to be researched as part of the Mental Health and Wellbeing Call for Projects

2	Activities For Young People	1. Elected members to attend Youth Operational Group and receive regular updates on youth activity delivery	SCC	Update on performance presented to West September People Board by Sandra Mitchell, members asked to complete and return a proforma regarding delivery to inform review of contracts from April 15. People Board Chairs city-wide have met to review BME contract provision, researching nationwide to ensure contracts remain fit for purpose moving forward. Sandra Mitchell continues to update the People Board on a monthly basis.
		2. Influence and support the delivery of youth activity in the West.	SCC	<ul style="list-style-type: none"> Based upon the performance information collated to-date and the need to secure further financial efficiencies from April 2015, consultation with elected members and youth providers has been critical to understand where delivery can continue to be improved and delivered whilst at the same time reducing delivery budgets. Options are currently being developed in consultation with current providers. Options include the reduction of accredited outcomes to enable preferred delivery options to be maintained, whilst reducing unnecessary measurement and reporting requirements.
		3. Consider opportunities for young people to support their Health and well being (links to Place Board priorities for Maximising Green Space).	SCC	Report agreed at West Area Committee in December 2014, to support the development of a West Health programme, working with communities and the VCS to support vulnerable communities and develop best practice / lessons learnt, particularly in relation to Mental Health and Wellbeing. Call for projects circulated during January and successful projects to commence delivery from early March 2015.

3	Improve the employment prospects, aspirations and opportunities for West residents from -9 months to end of life	1. Improve the employment prospects and opportunities of communities in the West, strengthening and promoting partnership working between schools and employers to improve career advice, skills development and enterprise	SCC & Schools	Austin McNamara presented the draft Skills Strategy to the West People Board in January for their comment. Members asked that the VCS role with regard to the strategy is enhanced including a place on the Education and Skills Panel. • WIRES project approved at December 2014 Area Committee to further work with employers to support people within the West to develop their skills to support movement into employment/interviews.
		2. Monitor the delivery and outcomes of the apprenticeship scheme and review options for future skills support within the West Area linked to the ongoing work to improve skills and job opportunities for 14-16, and younger.	SCC, Schools and VCS	An additional £20k SIB was agreed at October 2014 Area Committee to continue to support additional apprenticeship opportunities for those young people on the West work experience programme to provide additional progression routes.
		3. Monitor the delivery of the West Job Clubs and consider sustainable options for community work club support in the future	SCC	Update presented to September People Board, October Area Committee and November People Board, report being agreed at December Area Committee to approve a legacy project to support volunteers across the West to support those who require low level support to gain employment, as well as a new project to further develop the West Job Clubs to support people within the West to gain valuable experience to enable them to transition into an interview with local employers.
		4. Monitor and review delivery of the West enterprise scheme in the West to ensure businesses are growing, improving and supporting the broader personalisation agenda - enabling individuals and communities to become more self-supported and resilient	SCC	Enterprise scheme now progressed through procurement with BIC being successfully awarded the contract. Activity commenced 1.9.2014 with 5 businesses established and supported by 2.2.15. Full update on this project presented to February 2015 People Board
		5. Complete a diagnostic of the businesses within the West to identify and inform how enterprise and utilisation of skills can be supported in the West	SCC	Diagnostic and support scheme now progressed through procurement with the BIC successfully being awarded the contract. Full update on this project presented to February 2015 People Board
		6. Identify and develop options to improve the employment prospects and opportunities as part of the school curriculum, specifically working with 14-16 and younger.	SCC & Schools	Forward Plan for 2014/2015 includes strengthening relationships with schools. Full update below. Area Co-ordinators working city-wide where possible.

4	Influence the design, delivery and review of People based services devolved to Area Committee	1. Develop New Relationship with Schools	SCC	<ul style="list-style-type: none"> •At its meeting of 5th November Cabinet approved the Policy Statement on the role of the Council in relation to schools and the wider education system. •The Statement determines the role of the Council in improving educational outcomes and defines the key elements of the local authority's role. •Additionally, next steps were agreed in order to develop the necessary relationships, systems and processes to reflect the changing education landscape, the educational priorities within the city's key strategies, the Council's Community Leadership role and its statutory duties. •One of those key actions is to develop arrangements whereby Elected Members are enabled to play a role in strengthening the local accountability of schools and in sharing local intelligence. •Currently arrangements are underway to further discuss this approach with members in 2015, following a presentation to the West People Board in January 2015
		2. Improve access to green/open/blue space, to support further participation in physical activities. (Greenspace Grant of £20k per area).	SCC	As per maximising greenspace update
		3. Review of Museum Services	SCC	A Cultural Strategy is being developed for the city which will help to shape Museums and Heritage in a way that Sunderland residents want. This will help to develop a vision that will determine the delivery plan of priorities for the next 3-5 years. The Strategy and the Museum Vision are proposed to be discussed at future People Boards. Members will have the opportunity to contribute to how the service will be tailored to meet the needs of the community. Following that, the Heritage Team will engage with local individuals and groups, such as the Area VCS Network to discuss the new proposals. The Libraries, heritage and Museums team are also supporting the West Heritage Event being held in May 2015.