

Annex 1 – Background papers: prioritising your priorities (preparation for Area Committee)

Child Poverty in Sunderland East

Background

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

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

Key Facts

- In relation to housing, although Sunderland City Council is placed better than the national average, housing condition problems remain significant within the city, particularly in certain areas of the city where the Council and partners are working on regeneration and renewal schemes and also where the Council is continuing to improve housing standards and management in the private rented sector
- The Sunderland East Area consists of 36 LSOAs. Out of the 36, 18 fall within areas of priority for child poverty. Over 50% of children living in communities within the East area live in poverty, with the other 50% living outside of poverty
- Life expectancy of someone living in a poor area of Sunderland can differ by 7 years to someone living one mile away in a more affluent area
- Many poor families who are eligible for free school meals do not claim their entitlement
- At least a third of unemployed people, have literacy skills at no more than Level 1 – the level we expect of an 11-year-old

Current Interventions

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

Options

- A** Review the situation when selecting priorities in 2011/12.
- B** Receive information updates on a quarterly basis from Children Services, via e-bulletin. Area Committee to be consulted on the Child Poverty Strategy at a future meeting.

Improve transportation

Background

The City Council receives funding to support the continued development of a range of transport and traffic improvements and highway maintenance across the City. This core funding is split into two themes; Integrated Transport, covering new transport and Traffic Schemes Maintenance, dealing with existing roads, footpaths, bridges and other highway structures.

Key Facts

- More residents in Sunderland East are satisfied with the local bus service than the City average (62%) and the satisfaction with local transport information is also higher than average (55%). (Source: - Place Survey 2008, currently being updated for 2009).
- The Local Area Agreement delivery plan 2008/09 – 2010/11 identified as one of its priorities the National Indicator NI 175 – Access to services and facilities by public transport, walking and cycling. The Lead on delivering against this NI is the Attractive and Inclusive Delivery Board, as part of their role in the City Partnership.

Current Interventions

- The Core Strategy lies at the heart of the Local Development Framework (LDF) and sets out, in policy form, the main elements of the Planning framework for Sunderland, for the next 15 years. The Core Strategy is made up of sub area papers, and topic papers. The Connectivity Topic Paper, informs the Core Strategy, recognises that improvements to transportation will contribute towards priorities either directly e.g. by assisting in increasing economic regeneration (Prosperous City) or reduce travel requirements and make viable alternatives to the private car (Attractive and Inclusive City). Also indirectly due to its cross-cutting nature such as Healthy City by increasing cycling and walking opportunities and Learning City by increasing access to educational establishments. Sunderland City Council wishes to develop the most sustainable modes of transport across the city, to support greater access for all and social inclusion.
- Sunderland City Council has established travel plans which are a package of measures made to manage an organisation's transport activities. This is aimed at promoting **greener, cleaner travel options** and reducing reliance on the car. Travel plans can increase travel choices by encouraging the use of public transport, walking, cycling, and low-emission vehicles for commuting to and from work as well as other business needs. It can also bring a number of other benefits to your organisation as an employer and to staff.
- Sunderland Council are engaged in the development of Local Transport Plan 3 (LTP 3), which is a five year statutory document prepared by all local authorities which is required to come into effect by April 2011. It is envisaged that a draft consultation document will be available by Autumn 2010. The Integrated Transport Authority (ITA) (formerly the Passenger Transport Authority) is responsible for its production.

Options

- A** Lead Agent: Bob Donaldson, City Services. Area Committee establish a Task and Finish group and select key members, including partners from Committee to support Lead Agent. Align a percentage of the SIB budget to support the deliver of project proposals.
- B** Lead Agent: Attractive and Inclusive Delivery Board, current priority. Area Committee to receive information updates from the Attractive and Inclusive Delivery Board, via e-bulletin.

Increase employment and enterprise opportunities across the area

Background

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

Key Facts

- Local people from Sunderland East tell us that job prospects are identified as the eighth most important thing in making somewhere a place to live (from a range of 20 options). This is slightly higher than the City average.
- We know that across Sunderland East unemployment levels are lowest in Doxford ward (3.7%) and highest in Hendon ward (15.5%). The City average is 6.4%. Millfield (7.1%) and St Michaels (6.8%) are also higher than the City average, levels for Ryhope (6.1%) are lower.

Current Interventions

- Sunderland arc and its partners are charged with the task of improving Sunderland's economy, infrastructure and quality of life and the creation of a thriving city centre. The arc has established a 15 year regeneration plan, which includes eight projects, which fall within the East Area of the City, these are: The Vaux site; Farringdon Row; Holmeside; Sunnyside; Sunnyside Gardens; Port of Sunderland; Grove and Sunderland Strategic and Transport corridor.
- An Economic Masterplan is currently being developed, which will develop the concept of the university's roll within the city and new economic sectors, e.g. low carbon and software. In addition to this we are, as a city, exploring additional business opportunities through public sector investment and funding priorities over the forthcoming years
- The City is one of the world's most Information Technology (IT) Intelligent Cities and a Beacon for Digital Inclusion and has been awarded £10 million worth of Microsoft Training Vouchers which can be accessed by anyone living or working in Sunderland.
- The Working Neighbourhood Funding (WNF) programme has launched 'Just the Job' campaign, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City. The WNF programme has brought a significant level of funding to the City: 2008/2009 - £8.590m; 2009/2010 - £10.456m and 2010/2011 - £10.904m.
- The Business Investment Team, in partnership, is dedicated to delivering the Sunderland Strategy's Strategic Priority Prosperous City: "To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come." The primary aim of the Business Investment Service is to ensure improvements in economic prosperity in the City through encouraging business growth, development and investment.

Options

- A** Lead Agent: Janet Snaith, Office of the Chief Executive. Area Committee to establish a Task and Finish group and select key members, including partners from Committee to support group. Align a percentage of the SIB budget to support the deliver of project proposals.
- B** Lead Agent: Prosperous City Delivery Board, supported by the Business Investment Team, who have a holistic view at a national, regional and city level. Area Committee to receive information updates, via e-bulletin.
- C** Lead Agent: Prosperity and Economic Development Scrutiny Committee. The Committee is likely to continue to review 'from Recession to Recovery'. They have completed a review on services to address worklessness and will be monitoring recommendations on the future delivery of the Working Neighbourhood Strategy during 2010-11. Area Committee to receive information updates, via e-bulletin.

Increase support for families and carers of children and young people.

Background

The Sunderland Learning Partnership have identified the need to increase the number of learners participating in and achieving level 1 qualification in literacy, by improving access and participation in family learning; building skills and knowledge across families; providing positive and productive family learning experiences and helping children and young people increased support.

Key Facts

- The working age population in Sunderland East are better qualified than those in other areas of the City. However the figures do include high numbers of students that reside in the East Area of the City. The exception is Ryhope ward where 40% of residents have no qualifications compared to a city average of 36.9%.
- 70% of provision delivered by Family Adult and Community Learning (FACL) was accessed by women during the 2008/09 academic year.

Current Interventions

- A range of non accredited informal learning programmes are currently being planned for delivery by Sunderland Councils Family Adult and Community Learning's contracted providers via Voluntary and Community Sector (VCS).
- Adult Learning Strategy is currently been developed.
- Increased male participation year on year by offering Family Learning in local venues.
- Increased engagement of local training providers and partners to offer learning.
- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with FACL to:-
 - map what support groups exist currently within the East, their role and infrastructure due to be completed in July 2010;
 - Promote sessions and identified any common interests to encourage partnership working.
 - Offer basic carer mentoring training to those who would want it, to raise awareness around what support is available.
 - Discussions have also been held with Sunderland Carers Centre regarding offering courses to their members, but this is currently on hold at the request of the Centre.
 - Review the procurement contract process currently accessed by the VCS to deliver FACL courses, with the aim of making it more accessible for local groups and neighbourhood organisations. Build capacity in localities (hub and spoke) to develop greater access and overcome barriers to participation.

Options

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

Increase the number of learners from under represented groups accessing Family, Adults and Community learning (FACL) courses.

Background

The Sunderland Learning Partnership have identified specific areas of concern, with regards to increasing the number of learners accessing FACL courses from under represented groups, these are; the engagement of more men in learning, targeting provision at people with learning difficulties or/ disabilities, the engagement of black and minority ethnic (BME) residents in learning.

Key Facts

- Provision is predominantly accessed by women
- The number of men accessing FACL funded learning courses has increased over the last two years for 18% in 2007/08 to 30% in 2008/09
- Delivery of courses is predominantly day time and there is limited evening and weekend provision available.
- Courses delivered in the BME community are often poorly attended
- There is a shortage of organisations who are able deliver learning to residents of the BME community

Current Interventions

- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with FACL to:-
 - provide provision tailored to learners with learning difficulties and/or disabilities.
 - develop links with other aspects of provision so that learners are able to progress onto further learning.
 - work with organisations and tutors wanting to deliver learning to ensure that appropriate infrastructures are in place.
 - Provide courses at a ward level, on an evening and weekend.
 - Compiling a database of BME communities across the area, and supporting BME communities to become trainers themselves.

Options

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

Identify gaps in youth and play provision.

Background

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

Key facts

- Sunderland City Council secured £2.1 million government grant named Play Pathfinder to get more children playing outside. Parks that are included: Ryhope Recreation Park; Mowbray Park; Grangetown Play Area; Millfield Pocket Park and St Matthews Field.
- The Council have recently awarded five ward contracts and 1 city wide youth provider contracts across the East area to deliver youth provision/work at a ward level.

Current Interventions

- Children's Services and City Services have recently submitted a funding application to the Children's Trust to complete a scoping document on all services delivered to children, young people and families across City, covering all sectors. If awarded, completion date is scheduled for September 2010.
- The Children's Trust Strategic Partnership are currently establishing Locality Based Integrated Working Steering Groups, one of which will cover Sunderland East, their role will be to consider how local service delivery is meeting the needs of children, young people and their families generally.
- Previously identified as a priority in work plan for 2009-10. An action plan has been agreed with Children's Services to:-
 - Increase provision for under 13 year olds, youth projects to work closely with Junior/primary schools, supported by extended schools route and develop existing services (strong connection to Locality Based Steering Group identified above).
 - Develop cross generational projects allowing older people the opportunity to share skills acting as peers to young people i.e. gardening, joinery, etc.
 - Local contracted youth providers to work in partnership with local schools, providing a more systematic and comprehensive service where all partners are suitably funded and supported breaking down barriers where individual partners feel they need to protect their own resources and funding.

Options

- A** Review the situation when selecting priorities in 2011/12.
- B** Receive information updates on the scoping document from Children Services and City Services, if funding awarded. This priority already exists, along with identified Lead Agents, actions and status updates (as above). Area Committee to continue to monitor the Area Action Plans and e-bulletins.

Reduce ASB by targeting hotspots, include deliberate secondary fires.

Background

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

Key Facts

Table 1: City Centre Crime Figures for 2009/10 compared to 2008/09 split by co-terminus wards

| Breakdown by ward | Total Crime | | Violence Against the Person | | Robbery | | Burglary dwelling | | Theft of vehicles | | Theft from vehicles | | Criminal damage | |
|-------------------|-------------|-------|-----------------------------|-------|---------|-------|-------------------|-------|-------------------|-------|---------------------|-------|-----------------|-------|
| | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 |
| Millfield | 1720 | 1541 | - | 264 | - | 2 | 0 | 0 | 0 | 0 | 27 | 20 | 121 | 111 |
| Hendon | 478 | 436 | - | 91 | - | 4 | 5 | 4 | 4 | 4 | 63 | 48 | 82 | 59 |
| St Michaels | 657 | 586 | - | 264 | - | 4 | 3 | 5 | 3 | 0 | 65 | 28 | 49 | 57 |

Table 2: Crime Figures for 2009/10 which include City Centre figures table 1

| Breakdown by ward | Total Crime | | Violence Against the Person | | Robbery | | Burglary dwelling | | Theft of vehicles | | Theft from vehicles | | Criminal damage | |
|-------------------|-------------|-------|-----------------------------|-------|---------|-------|-------------------|-------|-------------------|-------|---------------------|-------|-----------------|-------|
| | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 |
| Millfield | 3282 | 2915 | 606 | 498 | 24 | 19 | 91 | 91 | 52 | 46 | 200 | 196 | 545 | 395 |
| Hendon | 1849 | 1822 | 350 | 319 | 16 | 11 | 107 | 107 | 34 | 37 | 192 | 146 | 506 | 525 |
| St Michaels | 1454 | 1310 | 410 | 363 | 24 | 12 | 39 | 68 | 33 | 27 | 196 | 145 | 239 | 234 |
| Doxford | 450 | 358 | 54 | 59 | 1 | 2 | 20 | 17 | 20 | 13 | 34 | 31 | 177 | 98 |
| Ryhope | 710 | 600 | 118 | 97 | 4 | 2 | 28 | 14 | 26 | 15 | 46 | 51 | 207 | 137 |

Table 3: Crime Figures for 2009/10 which DO NOT include City Centre figures table 1

| Breakdown by ward | Total Crime | | Violence Against the Person | | Robbery | | Burglary dwelling | | Theft of vehicles | | Theft from vehicles | | Criminal damage | |
|-------------------|-------------|-------|-----------------------------|-------|---------|-------|-------------------|-------|-------------------|-------|---------------------|-------|-----------------|-------|
| | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 | 08/09 | 09/10 |
| Millfield | 1562 | 1374 | - | 234 | - | 17 | 91 | 91 | 52 | 46 | 173 | 176 | 424 | 284 |
| Hendon | 1371 | 1386 | - | 228 | 1 | 7 | 102 | 103 | 29 | 33 | 129 | 98 | 424 | 466 |
| St Michaels | 797 | 724 | - | 99 | - | 8 | 36 | 63 | 30 | 27 | 131 | 117 | 190 | 117 |
| Doxford | 450 | 358 | 54 | 59 | 1 | 2 | 20 | 17 | 20 | 13 | 34 | 31 | 177 | 98 |
| Ryhope | 710 | 600 | 118 | 97 | 4 | 2 | 28 | 14 | 26 | 15 | 46 | 51 | 207 | 137 |

NB:- Table 1, 2 and 3 have been presented to show a more accurate reflection of crime figures at a City Centre and ward level.

Current Interventions

- The Safer Sunderland Partnership was formed following the merging of Sunderland's Drug Action Teams and Crime and Disorder Reduction Partnership in 2002. The

Partnership includes the City Council, Police, Fire Authority, Primary Care Trust and a range of organisations from the voluntary, community and business sectors. The aim is to tackle crime, disorder and the misuse of drugs, making Sunderland a safer city for everyone.

- Northumbria Police lead on the four Local Multi Agency Problem Solving Groups (LMAPS: City Centre, Hendon and Ryhope, Millfield and St Michaels and South covering Doxford), meet every five weeks to effectively address issues, including ASB and deliberate secondary fires. Actions may include: Early Intervention Warning letters; Acceptable Behaviour Agreements (ABA); Parenting Contracts; Parenting Orders and Anti-Social Behaviour Orders (ASBO) being served.
- Sunderland City Council has a dedicated team to investigate and resolve cases of ASB across all housing tenures their main focus relates to the owner occupied and private rented sectors.

Options

- A** Lead Agent: Local Inspectors (Craig, Connolly and Warcup), Northumbria Police, utilising current infrastructure of LMAPs to continue to reduce ASB across the East area. This priority already exists, along with identified Lead Agents, actions and status updates, Area Committee to continue to monitor the Area Action Plans and e-bulletins.
- B** Lead Agent: Community and Safer City Scrutiny Committee, which completed a policy review on ASB during 2009-10. Area Committee to receive information updates, as available, via e-bulletin.

Increase confidence and trust levels

Background

- The Local Confidence Survey Report identified the main aim in responding to the views of residents is to address any issues they may have and raise public confidence, particularly where it concerns the police and local council dealing with crime and anti-social behaviour.
- The survey identified that residents in Sunderland East wanted to know more about:
 - Neighbourhood Information - what is going on in the area, what do officers/staff do day to day, local initiatives
 - Crime and Performance Information - which crimes are prevalent, results, statistics, service standards
 - Anything – general information

Key Facts

- Some area scored low with regards to levels of confidence and trust in the police and the council in the area.

Table 1: Single Safer Communities Survey Quarter 3 – 2009/10 Top Priorities by Area

| Priority | A1 – City Centre | A2 – Sunderland East | A3 – Sunderland South |
|---|------------------|----------------------|-----------------------|
| Inconsiderate parking | 1 | 4 | 3 |
| Rubbish and litter lying around | 2 | 2 | 5 |
| Teenagers hanging around on streets | 3 | 1 | 1 |
| Speeding or dangerous driving | 4 | 3 | 2 |
| Vandalism, graffiti and other deliberate damage to property or vehicles | 5 | 5 | 4 |

Table 2: Single Safer Communities Survey Quarter 3 2009/10

| <i>Confidence Measures - the percentage</i> | AA - Sunderland | A1 - Sunderland Central | A2 - Sunderland East | A3 - Sunderland South |
|---|-----------------|-------------------------|----------------------|-----------------------|
| .. Who think that the police and local council seek people's views on the anti-social behaviour and crime issues that matter in this area | 48 | 47 | 56 | 51 |
| .. who think the police and local council are dealing with the anti-social behaviour and crime issues that matter in this area | 47 | 44 | 54 | 54 |
| <i>Fear and Worry Measures - the percentage</i> | AA - Sunderland | A1 - Sunderland Central | A2 - Sunderland East | A3 - Sunderland South |
| ..Perceiving a high level of anti-social behaviour | 15 | 15 | 21 | 13 |
| ..Very worried about burglary | 19 | 22 | 23 | 17 |
| ..Scoring highly on worry about violence | 15 | 16 | 19 | 18 |
| ..Scoring highly on worry about care crime | 14 | 19 | 13 | 17 |

Current Interventions

- Monthly Police and Community Acting Together (PACT) meetings organised and held across the area.
- Strong connection into the LMAPs meetings, which were referred to under reduce ASB.
- Launch of an online Police Forum providing an opportunities for residents to discuss matters from their own homes directly with Neighbourhood Police Inspectors and other agencies.
- Informal meetings held between the police and elected members one week before Area Committee.

Options

- A** Lead Agent: Northumbria Police Inspectors, supported by Area Co-ordination Team. Enhance informal meetings between police and elected members to report directly into the Area Committee and assist in approving recommendations, such as: Review or re-align services; Call for Projects; Escalate issue to LSP or Scrutiny; Feed into Responsive Local Services. Align a percentage of the SIB budget to support the deliver of project proposals.
- B** Lead Agent: Northumbria Police Inspectors, agenda item will be added to all LMAPs meetings to discuss and address. Updates provided to Area Committee as and when.

Reduce the number of teenage conceptions

Background

NI 112 Under 18 Conception Rate – defined as the number of conceptions under 18 per 1000 females aged 15-17 (as 95% of under conceptions occur within this age group).

The Teenage Pregnancy Strategy was launched in 1998 and was the first co-ordinated approach from Central Government. Two main aims were:

1. Half the under-18 conception rate by 2010 and establish a firm downward trend in the under-16 rate
2. To increase the proportion of teenage parents in education, training or employment to 60% by 2010, to reduce their risk of long-term social exclusion

Key Facts

Research shows that teenage parents experience poor outcomes in comparison to older mothers:

- Children born to teenage mothers have 60% higher rates of infant mortality and are at increased risk of low birth-weight, which impacts on the child's long term health.
- Teenage mothers are 3 times more likely to suffer from post-natal depression and experience poor mental health for up to 3 years after the birth.
- Teenage parents and their children are at increased risk of living in poverty.

The local teenage conception rate in Sunderland remains higher than the North East and National average.

Current Interventions

- Sexual health advice and support in a range of young people settings.
- Targeted interventions.
- Training on Sex and Relationships Education for all providers who work with young people.
- Well resourced sexual health services with effective and competent staff.

Whilst a Teenage Pregnancy Plan exists at a City Wide level, there is a need to:

- Undertake a locality needs assessment for the locality as well as conduct a gap analysis and equity audit of service delivery and provision in order that a locality evidence base can be developed to inform commissioning and service delivery;
- Develop information/data sharing protocols so that services can be targeted effectively;
- Ensure that any locality governance structures are able to influence strategic/City wide planning as well as address the specific needs of the locality;
- Develop an effective service delivery model in the locality.

Options

- A** Lead: Childrens Services/Teaching Primary Care Trust (TPCT). Area Committee Task and Finish Group (including key Committee members) to implement recommendations from recent National Support Team visit in the East Committee area, where appropriate. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area.
- B** Lead: Childrens Services/TPCT. Sunderland Teenage Pregnancy Management Team implement recommendations from recent National Support Team visit in the East Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area. Regular feedback to Committee on progress.
- C** Lead: Childrens Services/TPCT. Sunderland Teenage Pregnancy Management Team implement recommendations from recent National Support Team visit in the East Committee area. Regular feedback to Committee on progress.

Reduce the number of residents self reporting obesity BMI 30+

Background

Overweight and Obesity is measured using the body mass index (BMI). The BMI is a statistical measurement which compares a person's weight and height. BMI is calculated by dividing body weight (kilograms) by height (metres) squared. Although it does not actually measure the percentage of body fat, it is a useful tool to estimate a healthy body weight based on height; the higher the BMI, the more the excess weight and the greater the associated health risks.

A BMI >30 is categorised as obese.

Key Facts

- Obesity is the second most common preventable cause of death after smoking in Britain today.
- Obese people also have an increased risk of dying prematurely or developing Cardiovascular Disease, Type 2 Diabetes, Hypertension, Dyslipidemia, some cancers, musculo-skeletal problems and other diseases. (Department of Health, 2006)
- Most evidence suggests that the main reason for the rising prevalence of overweight and obesity is a combination of less active lifestyles and changes in eating patterns.
- Community profiles and the National Child Measurement Programme identify high levels of obesity in Sunderland as being higher than the national average. Adult obesity levels for Sunderland are 24.1% against a national average of 21.8%, whilst the National Childhood Measurement Programme 2007-2008 (NCMP) identifies that 10.3% of Reception and 21.2% Year 6 pupils are obese here in Sunderland.

Current Interventions

- Sunderland TPCT committed over £1 million additional funding per annum to support the implementation of a wide range of 'high impact' interventions.
- A 5 'tiered' model of service delivery was developed 08/09 so that an effective adult weight management programme could be commissioned to effectively prevent, treat and manage obesity.
- NHS South of Tyne and Wear (SoTW) Obesity Strategy identifies a number of priorities which, if they are to be effective must be addressed within localities.

Options

- A** Lead: TPCT Obesity Commissioning Lead Area Committee Task and Finish Group (including key Committee members) to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the East Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area.
- B** Lead: TPCT Obesity Commissioning Lead Sunderland Obesity Partnership to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the East Committee area. Align a percentage of the SIB budget to support delivery of specific interventions/identified actions in the East area. Regular feedback to Committee on progress.
- C** Lead: TPCT Obesity Commissioning Lead Sunderland Obesity Partnership to implement recommendations from NHS SoTW Obesity Strategy and develop locality based approach within the East Committee area. Regular feedback to Committee on progress.

Reduce the % of residents smoking

Background

NI123: 16+ current smoking rate prevalence PSA 18. This indicator is measured by proxy through the number of people who quit smoking at 4 weeks using NHS Stop Smoking Services

Key Facts

- Sunderland has higher than average rates of smoking including:
 - High levels of smoking during pregnancy and at time of delivery (22%), impacting on:
 - Infant mortality; Childhood illness and low birth weight
 - High levels of smoking amongst people diagnosed with a chronic disease and in particular wards:
 - Increasing the burden of disease; Contributing to health inequalities and contributing to life expectancy gap
 - High usage of illicit tobacco which:
 - Encourages continued dependence; Provides opportunities for children and young people to smoke and contribute to childhood poverty and health inequalities

Current Interventions

- The smoking in pregnancy pathway has changed from “opt in” to “opt out”. The NHS Stop Smoking Services have been expanded during 2009/10 and tier 2 services have increased activity by >20%. Sunderland is a pilot site for the “Reducing Health Inequalities through Tackling Illicit Tobacco” programme

Options

- A** Lead agent: Tobacco Alliance Group. Area Committee to work with the Healthy Schools Programme to help reduce the uptake of tobacco products amongst young people. Increase the number of voluntary and third sector organisations delivering Tier 2 services. Call for projects and align budgets to support work to “stop the flow” of young people taking up tobacco/help people quit
- B** Lead agent: Tobacco Alliance Group. Area Committee to receive reports from Tobacco Alliance. Support Tobacco Alliance by provide leadership by Chairing the Tobacco Alliance. Call for projects and align projects to support the work of the Tobacco Alliance
- C** Lead agent: Tobacco Alliance Group. Area Committee to receive reports from the Tobacco Alliance Group. Promote “Smokefree” environments including Second Hand Smoke training. Call for projects and align budget to promote smokefree environments

Increase awareness and opportunities for joint working under the Inclusiveness and Community Cohesion agenda

Background

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

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

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

Key facts

- The area has established community cohesion groups; the East Area Rapid Response (EARR) group (the practitioners network) and a strategic group to oversee their work co-ordinated by the Diversity and Inclusion team
- The area has experienced low levels of cohesion with tensions arising amongst young people in the Hendon and Barnes areas.
- ARCH recorded 235 racist incidents during April 2009 to March 2010 of which 98 were in the East Area

Current interventions

- Monthly meetings of the EARR with extra meetings held as necessary
- Bi-monthly meetings of the strategic group
- Inclusive Communities champion attends the EARR and sits on Area Committee
- Co-ordinator of the EARR attends Area Committee

Options

- A** Lead Agents: Les Platt and Sarah Woodhouse. Enhance the relationship between the Area Committee, LMAPs and the Cohesion groups, enabling Area Committee to engage with community representatives, providing a strategic link between the Local Area Plan and the Community Cohesion Strategy.
- B** Lead Agent: East Community Cohesion Steering Group. Updates provided to Area Committee as and when.