

## **EAST SUNDERLAND AREA COMMITTEE**

**Monday, 30<sup>th</sup> January, 2012 at 5.30pm**

**VENUE – Committee Room No. 1, Civic Centre**

### **AGENDA**

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\* Denotes an item relating to an executive function

E. WAUGH  
Head of Law and Governance

20<sup>th</sup> January, 2011

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**At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in VENERABLE BEDE SCHOOL, TUNSTALL BANK, SUNDERLAND on MONDAY, 14<sup>th</sup> NOVEMBER, 2011 at 5.30p.m.**

**Present:-**

Councillor Ball in the Chair

Councillors P. Dixon, Emerson, Errington, Forbes, E. Gibson, Kay, Maddison, McClennan, T. Martin, Mordey, Scanlan and Wood

**Also Present:-**

- |                     |   |
|---------------------|---|
| Graham Burt         | - Community Development Manager, Sunderland City Council                              |
| Meg Boustead        | - Head of Safeguarding – Sunderland City Council                                      |
| Zoe Channing        | - Assistant Head of Culture and Tourism, Sunderland City Council                      |
| Hazel Clark         | - East Area Voluntary and Community Sector Representative                             |
| Insp. John Connolly | - Northumbria Police  |
| Insp. Neal Craig    | - Northumbria Police  |
| Victoria French     | - Assistant Head of Sport, Leisure and Community Development, Sunderland City Council |
| Tobyn Hughes        | - Director of Customer Services, Nexus  |
| Paula Hunt          | - East Area Voluntary and Community Sector Representative                             |
| Matthew Jackson     | - Governance Services Officer, Sunderland City Council                                |
| Vivienne Metcalfe   | - Community Development Co-ordinator, Sunderland City Council                         |
| Sandra Mitchell     | - Head of Early Intervention, Sunderland City Council                                 |
| Helen Peverley      | - City Centre Area Response Manager, Sunderland City Council                          |
| Nicky Rowland       | - East Area Response Manager, Sunderland City Council                                 |
| Anthony Semley      | - Manager, Blue Watch Youth Project   |
| Vince Taylor        | - Head of Strategy and Performance, Sunderland City Council                           |
| James Third         | - Community Relations Officer, Nexus  |
| Nicol Trueman       | - Area Officer, Sunderland City Council   |
| Victoria Watts      | - Neighbourhood Manager, Sunderland City Council                                      |

## **Chairman's Welcome**

The Chairman welcomed everyone to the meeting.

## **Apologies for Absence**

Apologies for Absence were received on behalf of Ms Nonnie Crawford, Mr Richie Duggan, Ms Lisa Wilson and Mr Gary Yates

## **Declarations of Interest**

Community Chest and SIB – Financial Statement and Proposals for Further Allocation of Resources

Councillor Mordey declared personal and prejudicial interests as a Council Appointed Member of Young Asian Voices and as a Member of Chance

Councillor McClennan declared a personal and prejudicial interest as a Local Authority appointed member of Chance

Councillor Kay declared a personal and prejudicial interest as a Member of Chance

Strategic Initiatives Budget Interim Performance Report

Councillors Kay and Wood declared personal interests as governors of St. Aidan's R.C. School

## **Minutes of the Last Meeting of the Committee held on 19<sup>th</sup> September, 2011**

1. RESOLVED that the minutes of the previous meeting held on 19<sup>th</sup> September, 2011 be confirmed and signed as a correct record.

## **Community Action in East Sunderland: Identifying New Issues and Agreeing Actions (2010/11 Work Plan)**

The Chief Executive submitted a report (copy circulated) which provided Members with information relating to the Neighbourhood Match Fund and Children's Services Locality Working programme.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised that the Neighbourhood Match Fund was a government scheme and that across the city's 25 wards there had been 7 chosen to be a part of the scheme with 4 of these wards being within the East Area. The Wards chosen were those which

appeared to need additional support due to there being low levels of social capital and relatively high levels of economic deprivation. There was a need to create a Community First Panel for each of the Wards receiving funding; this panel would look at the expressions of interest from the community groups and would decide how the funds should be allocated. All funds must be matched, either using time, money or resources.

Councillor E. Gibson expressed surprise and concern that Doxford was the only Ward in the area not to be receiving any funding. She queried how the Wards had been chosen and asked for details to be brought back to the committee in a future report. Ms Trueman advised that the Wards selected were those where high levels of deprivation and unemployment had been identified.

In response to a query from Councillor Forbes, the lead officer Vivienne Metcalfe advised that the chair of the panel would be a representative of a registered charity.

Councillor McClennan welcomed the funding and stated that the VCS network may need assistance with regard to things like ICT skills; this could lead to there being cost implications for the VCS to be able to deliver the project. Ms Metcalfe advised that there had been work done to provide support for organisations, there had been work done around community ICT provision.

Councillor Mordey requested a list of all of the organisations which had applied for this funding; Ms Metcalfe agreed to provide this.

Ms Trueman then introduced to the Committee Sandra Mitchell, Head of Early Intervention, who would be presenting the Locality Working section of the report.

Ms Mitchell presented the Locality Working information and advised that there had been a restructuring of the Children's Services department and the new key service areas and heads of the services were detailed in paragraph 3.1 of the report. The new Locality Operational Manager for the East Area was Andrew Carton, he had been unable to attend this meeting but in the future would be in attendance. The team would be based within the area and would be working with other Council directorates and external partners such as gentoo.

2. RESOLVED that the reports be received and noted and further reports be received in relation to the Community First Neighbourhood Match Fund.

## **Community Action: Reviewing Progress and Agreeing Next Steps**

### Tackling Crime

The Chief Executive submitted a report (copy circulated) which allowed Members to consider updates on the Committee's Tackling Crime priority and the agreed actions set out in the Work Plan, on behalf of the Crime Task and Finish Group.

(For copy report – see original minutes)

Inspector Neal Craig presented the crime statistics for the Millfield and St. Michael's Wards; he advised that there had been reductions in all types of crime apart from burglary of properties other than dwellings and other thefts. The increase in other thefts was related to the increase in metal thefts in the area. Overall, total crime had reduced by 10 percent and antisocial behaviour had reduced by 30 percent.

Inspector John Connolly then presented the figures for Doxford, Hendon and Ryhope Wards. He advised that there had been reductions in crime across the area; last year there had been an increase in the number of burglaries from dwellings however this had fallen again. Thefts of motor vehicles had reduced by 60 percent and vehicle interference had reduced by 100 percent. Other thefts, in particular metal thefts, were to be targeted using LMAPS funds. Total crime for the area had reduced by 11 percent and antisocial behaviour had reduced by 36 percent.

Councillor Gibson advised that there had been reductions in antisocial behaviour and deliberate fires in Doxford as a result of gentoo demolishing some more of the empty properties in the area.

Councillor Mordey referred to the recent vandalism of cars on St. Bede's Terrace; a resident had reported that the tyres had been slashed on 30 vehicles. Inspector Connolly advised that this was classed as criminal damage and due to the reductions elsewhere the statistics had still shown a reduction for the area. There had been arrests made in connection with this and a residents group had been established which would be looking into closing the pedestrian access through the street. PC Ashford attended the group's meetings as the representative of Northumbria Police.

Councillor Errington queried the possibility of having a police base in Doxford ward; he was informed by Inspector Connolly that officers needed to start the day at Gilbridge Police Station as they needed to be briefed. There were cash issues and as such any facility in Doxford would need to be free. There was the potential for a facility to be incorporated into the new development at the Cherry Knowle site.

Ms Trueman advised that she would be presenting the fire statistics as Mr Gary Yates had been unable to attend the Meeting, any questions would be

forwarded on to Mr Yates for him to respond. She advised the Committee of the figures which were set out in the table at paragraph 4.1 to the report.

Councillors Mordey and T. Martin expressed concerns over the number of fires in Hendon Ward and asked that a briefing session be arranged to discuss this issue. Ms Trueman agreed to liaise with Mr Yates to arrange this.

3. RESOLVED that the updates from Northumbria Police and Tyne and Wear Fire and Rescue Service be noted.

### Selective Licensing and Neighbourhood Management

The Chief Executive submitted a report (copy circulated) which provided the Committee with an update on Action 6 under the Cleaner and Greener Streets priority; the implementation of a Selective Licensing scheme in Middle Hendon and the 'Long Streets' to improve the quality of the area.

(For copy report – see original minutes)

Victoria Watts, Neighbourhood Manager, presented the report and advised that since the scheme was launched all private landlords within the licensing area have been required to apply for a licence. Prosecution files were being prepared for the 95 properties which remained unlicensed and it was expected that a number of these properties would become licensed once the owners realised that they were to be prosecuted for failing to comply.

Once all properties were licensed the focus of the scheme would change to a more proactive approach to ensuring that properties comply with the requirements of the scheme. To date there had been approximately 600 applications with nearly 400 of these being licensed. There had been inspections carried out on 664 properties and improvements had been carried out at 164 properties.

There was a requirement for landlords to carry out background checks on prospective tenants; if a landlord joined the voluntary accreditation scheme then they could access the Council's vetting service which looked at criminal and antisocial behaviour; there had been an increase in the number of landlords who were becoming accredited and the Council had carried out 136 vettings.

Councillor T. Martin stated that he was pleased to see this report. He advised that the accreditation scheme had been in place for a number of years. He expressed concerns over some inspections of properties which had been carried out by gentoo, these had included the taking of photographs inside of people's houses and he felt that this was not acceptable.

Councillor McClennan stated that she still had concerns, especially relating to 'churning' of problem tenants, it was quite possible for problem tenants to cause misery for residents of a street and then move onto the next street and

cause the same problems there. There needed to be evidence that vetting had been carried out and there needed to be controls in place to tackle existing problem tenants. There were landlords groups and forums where information regarding problem tenants could be shared.

Ms Watts advised that it was a key condition of the licence that all tenants must be vetted and landlords were encouraged to use the Council's vetting service to carry this out. Landlords would be expected to take advice from all agencies with regard to antisocial behaviour and there would be ongoing checking to ensure compliance.

Councillor Mordey stated that it was taking too long for the licensing of landlords to be done. He appreciated that it was a difficult job but was still concerned by the time taken. He queried where the money from fines for failing to comply would go. Ms Watts advised that the fines would be issued by the magistrates courts. Progress had been slower than expected due to there being more properties than expected needing to be licensed. The original estimate had been 500 properties however it was now known that there were close to 700 properties.

Councillor Mordey then stated that he felt that it was important to start enforcement of licensed properties now rather than waiting until all properties were licensed. Ms Watts advised that there was only one team working on this and as such resources were limited; there were different stages of the programme for the next five years and it started with the issuing of licences and then moved onto the enforcement of the licensing conditions.

Councillor Forbes stated that the aims of the scheme were excellent however she was concerned that the barring of problem tenants from the area would simply displace them to other areas which would then lead to problems occurring in these areas rather than stopping the problems from occurring at all. Ms Watts stated that accredited landlords from anywhere in the city could use the vetting service. The trends and hotspots of antisocial behaviour were monitored and measures were put in place when issues were identified.

4. RESOLVED that the progress report be noted and future updates be received.

### Coastal Path

The Chief Executive submitted a report (copy circulated) which provided an update on the progress against the agreed actions in the Work Plan, on behalf of the Coastal Task and Finish Group.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised the committee of the programme of works and the proposed modification to the route. When developing this modified route the police had been consulted and they agreed



that this new route would be more appropriate given the large number of incidents which occurred on the path of the original proposed route. The modifications to the route were detailed at paragraph 4.2 of the report

5. RESOLVED that:-
  - a. The update be noted
  - b. The proposed modification to the route be agreed and the Lead Agent to write to Natural England to outline the reasons behind the proposed modification.

### Employment, Enterprise and Welfare Rights

The Executive Director of City Services submitted a report (copy circulated) which provided Members with an update on the progress made against the agreed actions in relation to the Employment, Enterprise and Welfare Rights priority.

(For copy report – see original minutes)

Nicol Trueman introduced the report and welcomed Bill Robinson and Trish Lynn who were in attendance to inform the committee of some of the work that had been carried out.

Paula Hunt expressed concerns that there was no outreach provision for Ryhope residents and the nearest provision to Ryhope involved travelling long distances. As part of the bid which was submitted it had been stated that there would be outreach provision in Ryhope so it was a concern that there had not been any provision.

Mr Robinson stated that it was difficult to find venues for the outreach provision as there were limited resources available and any venue used would have to be free of charge. Ms Lynn agreed to contact Ms Hunt outside of the Meeting to discuss the situation and the way forward.

Councillor Errington commented that sessions had been arranged at the Jubilee Centre however this was within the West Sunderland Area; he was advised by Mr Robinson that residents from Doxford used the centre. Councillor Errington then stated that it was only the residents from the top end of Doxford who would visit the centre, residents from elsewhere in the Ward would use facilities located in Ryhope. He also asked that Ward Members were involved when sessions were arranged so that they could inform the residents.

Mr Robinson stated that he would look into where the best place for the sessions to take place would be.

Councillor McClennan stated that when the bid had first been submitted there had been concerns around venues for the sessions. She was also concerned

about how far behind schedule the project was; there was a need for long term initiatives.

6. RESOLVED that the performance reports from SES and SNCBC be noted.

### Public Transport

Nexus and the East VCS Area Network submitted a report (copy circulated) which provided Members with an update on the agreed actions in the work plan in relation to the Public transport priority and also advised of the outcomes of the consultation work that had been undertaken.

(For copy report – see original minutes)

Tobyn Hughes, Director of Customer Services, and James Third, Community Relations Officer, presented the report. Mr Hughes advised that there had been a number of issues raised by the public during the consultation meetings. Some of the meetings had been very well attended while some of the others had been less well attended. It had become apparent that where residents were generally happy with the service there had been a smaller attendance while in the areas with specific issues there had been a larger turn out, this was demonstrated by the maps attached to the report which showed where the residents in attendance lived.

There had been a number of specific issues raised including the rerouting of the number 38 bus which had restricted access to facilities for residents of Tunstall Bank Estate and the lack of evening and weekend services on Hendon Road and Commercial Road. There was ongoing dialogue with Go Ahead about the number 38 and residents had submitted a petition to the ITA. Nexus already operated some subsidised services along Hendon Road and Commercial Road and the commercial network would be monitored so that any changes could be identified.

Mr Third advised that he was committed to building stronger public transport links for communities.

Councillor Wood referred to the services 18 and 19 operated by Stagecoach; Nexus had proposed that there would be an hourly service in the evenings. He queried whether there was any prospect of this happening and whether Nexus were happy with the progress made.

Mr Hughes stated that there had been consultation around the Accessible Bus Network and some proposals had not been taken forward. It was important to ensure that the proposals were constantly being reviewed to ensure that they were still required. It would be desirable to have an increase in services on evenings and weekends however there was a need to find funding to subsidise the services should they not be commercially viable.

Councillor Errington queried whether the petition to the ITA was the same as the petition he had submitted to Council on behalf of residents. Mr Hughes advised that it was a new petition and he was aware that there had been ongoing discussions on the matter.

Councillor Errington then stated that it would be desirable to have a meeting with Go Ahead to discuss the issues. When the 141 had been withdrawn Go Ahead had stated that surveys had been carried out however residents had no knowledge of these surveys. The 141 had been a popular service as it provided a link to Ryhope. He also advised that residents would have been happy to lose one number 42 service an hour if it meant that they could have some other routes in the area.

Mr Hughes stated that ongoing dialogue with Go Ahead had been difficult to achieve.

Paula Hunt stated that the East VCS Network had highlighted issues. There was a need for communication with the bus operators. There were specific concerns around the 42 and its route and timing. Mr Third advised that the 42 had been rerouted approximately 6 months ago and there was a need to monitor the suitability of the new route.

7. RESOLVED that:-
  - a. The report be noted
  - b. Consideration be given to the figures and information provided
  - c. The findings be reviewed after one year.

### Youth and Teenagers

The Chief Executive submitted a report (copy circulated) which provided an update on the progress made against the agreed actions as set out in the work plan in relation to the Youth and Teenagers priority.

(For copy report – see original minutes)

Meg Bousted, Head of Safeguarding, presented the report and advised Members of the schools lettings policy which was used for when schools allowed organisations to use their facilities outside of school hours. She also drew Members attention to the work that the task and finish group would be carrying out, as detailed in paragraph 2.2 of the report.

Councillor Forbes commented that there was a lack of informal play provision in the area; she felt there was a need for there to be 'kick about areas' in addition to formal play areas. She asked that Children's Services look into this.

Councillor E. Gibson stated that schools had lost funding since the introduction of the pupil premium as this was based on the number of children who were eligible for free school meals. Ms Bousted advised that there were a

number of people who were entitled to free school meals but did not claim them. She agreed to bring detail on this matter to a future meeting of the Committee.

Paula Hunt stated that there were some schools which had previously opened to the community however now were not; there was an issue surrounding the amount of green space which previously was available but which now did not have public access. It was good to see that progress was being made on addressing the issue.

Ms Trueman then introduced Tony Semley who would be presenting the progress update on activities during school holidays and the establishment of youth clubs.

Mr Semley advised the Committee that he was the Manager at Blue Watch Youth Centre which had received funding from the Committee to provide positive activities for young people. There had been a focus on providing activities for young people aged 8-11 as there was not much in the way of provision for this age group. There had been a number of activities held including the Great North Bike Ride which had raised money for charity; the young people had enjoyed this so much that they had taken part in a further bike ride. It was good to get to know the young people at an early age and there was the opportunity for younger members to become volunteers once they were older.

Councillor Kay expressed his pleasure at how many young people had been involved with this, the programme had been excellent value for money. Mr Semley advised that there was a lot of provision able to be provided as the majority would be done in house to keep costs down.

Councillor E. Gibson stated that the sessions had been very successful in reducing problems in the area. She had attended the PACT meetings where it had been reported that the area had been much quieter than usual during the school holidays.

8. RESOLVED that:-
  - a. A meeting between the task and finish group and Primary and Secondary Headteachers be arranged to discuss extended school arrangements.
  - b. The progress update on short breaks, working with children and young people with disabilities be noted.
  - c. The performance updates from the youth providers be noted.

#### Work Plan 2011/12

The Chief Executive submitted a report (copy circulated) which allowed Members to consider the work plan for 2011/12.

(For copy report – see original minutes)

Ms Trueman presented the report and advised the Committee that there were no updates on any of the priorities beyond the updates which had been provided in the other Committee reports.

9. RESOLVED that the work plan be noted.

#### Community Chest and Strategic Initiative Budget (SIB) – Financial Statement and Proposals for Further Allocation of Resources

The Chief Executive submitted a report (copy circulated) which allowed Members to consider the allocation of SIB and Community Chest funding to support initiatives which would deliver activities against the priorities for 2011/12.

(For copy report – see original minutes)

Nicol Trueman, Area Officer presented the report, taking Members through each application and answering questions from Members upon them.

Ms Trueman advised that there were 16 Community Chest proposals which were recommended to be supported and one proposal with a recommendation to reject. There were 5 applications for SIB funding.

Following discussion of the applications the Committee agreed that the application for Tunstall Allotment Association: Community Garden should only be approved should the West Sunderland Area Committee agree to support this project as well.

10. RESOLVED that:-
  - a. the financial statements as set out in annex 1 and 3 of the report be noted;
  - b. approval be given to the 16 proposals for funding from the Community Chest totalling £9,928 from the 2011/2012 budget as set out in annex 2 of the report;
  - c. the proposal for Community Chest funding for Ford, Pallion and Millfield Community Development Project be rejected.
  - d. The 5 applications for SIB funding as set out in annex 4 of the report be approved, with the application for Tunstall Allotment Association being approved subject to West Sunderland Area Committee also approving the application.

#### Strategic Initiatives Budget (SIB) Interim Performance Report

The Chief Executive submitted a report (copy circulated) which informed Members of how the SIB and SIP funding the Committee had allocated had been used during the period April to September 2011 and how the projects were performing.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members that she would be happy to take any questions.

Hazel Clark advised that there had been a conversation with the police and gentoo about the walk and talk sessions, they felt that they were not in the loop and asked that feedback could be provided to them.

Nicky Rowland, Area Response Manager, agreed to provide this information.

Councillor Wood referred to the Vehicle Activated Signs and advised that he had asked for a timetable showing where the sign would be located and when. He was still awaiting this information.

11. RESOLVED that the performance update be noted and given consideration.

## **Influencing Practice, Policy and Strategy**

### Sunderland in 2012

The Executive Director of City Services submitted a report (copy circulated) which provided Members with information on the proposed Sunderland in 2012 programme.

(For copy report – see original minutes)

Victoria French, Assistant Head of Sport, Leisure and Community Development, presented the report and advised Members that the city challenges detailed in the report at 3.6 would now be called city pledges. There was a Task and Finish Workshop to be taking place on Monday, 21<sup>st</sup> November, 2011 to allow Members to inform and shape the content of the programme. It was hoped that all Members would be able to attend this workshop. The programme was being developed to engage with residents of all ages and from all aspects of the community.

Ms Trueman then drew Members attention to the recommendation to allocate £10,000 of SIB to the work, this would be subject to full application and appraisal.

Councillor Mordey queried whether this would be funded solely from SIB or whether there was match funding being sought.

Ms French advised that there had already been £275,000 of funding secured from other sources. The SIB funding would allow for unique, area based activities to take place. Janet Johnson, Area Lead Executive, advised that the

workshop on 21<sup>st</sup> November would allow Members to discuss how the funding should be spent, should they agree to allocate the funding to this work.

12. RESOLVED that:-
  - a. The report be noted
  - b. SIB funding of £10,000 to support the delivery of the programme in the East Area be approved subject to full application, consultation and appraisal.
  - c. Members be invited to attend the workshop session to inform the Sunderland in 2012 programme.

### City Village Concept

The Chief Executive submitted a report (copy circulated) which offered members the opportunity to be consulted on the plans and strategies which were relevant to the area and also provided information and updates on the City Village Concept.

(for copy report – see original minutes)

Vince Taylor, Head of Strategy and Performance, presented the report and advised that the City Villages concept was a part of the Economic Masterplan for the city. The city started out as a series of unconnected villages which over the years had merged to become one large urban area. It was important to consider that the Wards within the city were not representative of the Neighbourhoods, each neighbourhood had its own distinct characteristics. It was planned that there would be a number of in depth pilots carried out in different neighbourhoods across the city.

In response to a query from Councillor McClennan Mr Taylor advised that LTOSA was Lower Super Output Areas.

Councillor Kay commented that this report and the map attached showed how diverse the East Area was.

Councillor Mordey stated that it would be interesting to see the full details at the next meeting in January.

13. RESOLVED that
  - a. the report be noted
  - b. Future engagement and consultation be carried out.

The Chairman thanked everyone for their attendance and closed the meeting.

(Signed) E. BALL,  
Chairman.

30<sup>th</sup> JANUARY 2012

## REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

### COMMUNITY ACTION IN SUNDERLAND EAST: IDENTIFYING NEW ISSUES AND AGREEING ACTIONS (2010/11 WORK PLAN)

#### NATIONAL CITIZEN SERVICES

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

- 1.1 To enable the future development of area based working, the Area Committee requires detailed information to be freely available from a number of different sources.

##### 2.0 Background

- 2.1 The National Citizen Service (NCS) is an initiative that contributes to the building of sustainable communities, which is a corporate priority of the City Council. It supports the creation of strong and positive relationships between people from different backgrounds within neighbourhoods, schools and clubs. It will also act as a gateway for young people into their communities by supporting them to develop the skills they need to become more engaged in their locality and become active and responsible citizens.
- 2.2 NCS brings together 16 year olds from different backgrounds in programme of challenges, enabling young people to develop confidence, skills and positive attitudes.
- 2.3 Nationally, NCS will give 11,000 16-year-olds, the chance to learn new skills and get involved in their community in summer 2011. Sport and Leisure will offer 15 young people the opportunity to participate. In addition, there will be other opportunities being delivered in the city by Catch 22 in North Washington and the Princes Trust working with Sunderland AFC Foundation.
- 2.4 Sunderland City Council has been selected by Catch 22, a national charity who works with young people, to pilot the National Citizens Service.

##### 3.0 Current Position

- 3.1 The Sunderland Programme will have a focus on the London 2012 Olympic and Paralympic games which will see young people support the Sunderland in 2012 programme. The following offer has been developed:
- An introductory event where participants and staff get to know each other
  - A residential week away from home arranged by the charity disseminating the funding, Catch22, which will focus on teamwork, physical and mental challenges, with space for discussion and guided reflection. The participants will also have the opportunity to take part in exciting outdoor activities such as mountaineering, canoeing and abseiling
  - A 'community visit and skills week', where young people develop new skills and serve their local neighbourhood, again with time to reflect on learning. The criterion for the venue for this part of the programme is that it should be within 20-30 minutes from



where the young people live. The young people will therefore be staying at Moor House (off the A690) to plan their social activity event and undertake the core elements of the Community Sports Leaders Award and an emergency first aid qualification.

- A 'social action' week, when young people meet their community to help them understand the local area and design their own social action project that will benefit the local community. This will have a specific focus on delivering community sport to young people in the neighbourhood as part of the Sunderland in 2012 programme.
- 30 hours of part-time social activity followed by an event which will encourage participants to think about how to further develop their volunteering linked to their local community through sport. There will also be a large celebration or graduation event which is to be held on the beach at Adventure Sunderland.

3.2 One of the objectives of the programme is to bring young people of differing backgrounds together to develop an understanding of community cohesion and the recognition of others in society. The funding guidelines therefore have asked that where possible, the cohort comprises the following:

- A member of a faith group
- A participant in a sports inclusion programme
- A participant of a youth group
- A young person with a disability
- A young person from a minority ethnic background
- A pupil from a private/grammar school

#### **4.0 Next Steps**

4.1 Young people are currently being recruited through the Secondary School in the East and West specifically Southmoor, Venerable Bede and Thornhill schools in the East. Assembly visits are currently being arranged with young people from the previous programme leading the talk to enable the future young people to relate to the scheme.

4.2 Following the recruitment phase the programme will look to start in June once the exam period has finished and will see participants take part in the above programme.

#### **5.0 Recommendation**

Committee is requested to:

- i) note the report

**Contact Officer:** Paul Power, Sports Development Delivery Manager  
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**30<sup>th</sup> JANUARY 2012**

**REPORT OF THE CHIEF EXECUTIVE**

**COMMUNITY ACTION IN SUNDERLAND EAST: IDENTIFYING NEW ISSUES AND AGREEING ACTIONS (2010/11 WORK PLAN)**

**Process for the Review of Local Area Plans for 2012**

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

- 1.1 The report provides a proposed approach and timeline for the Area Committee to review its Local Area Plan for 2012 onwards.

**2.0 Background**

- 2.1 In February 2011 Sunderland Council agreed the approach to refresh the Sunderland Strategy, the purpose of which is to examine the robustness of the strategic framework for each Aim and identify ways to strengthen it, as well as the targets, milestones and delivery models, in addition to producing options for streamlined governance and a clear set of service delivery options for individual Aims.
- 2.2 The approach acknowledges it is vital that elected Members are central to the refresh of the Sunderland Strategy to ensure it reflects the needs of their communities, and that they, as community leaders, are able to identify and champion priorities to be addressed in their communities. As such it was agreed that the review and further development of Local Area Plans (LAPs) is integral to refreshing the Sunderland Strategy and would take place toward the latter stages of finalising the Sunderland Strategy refresh.

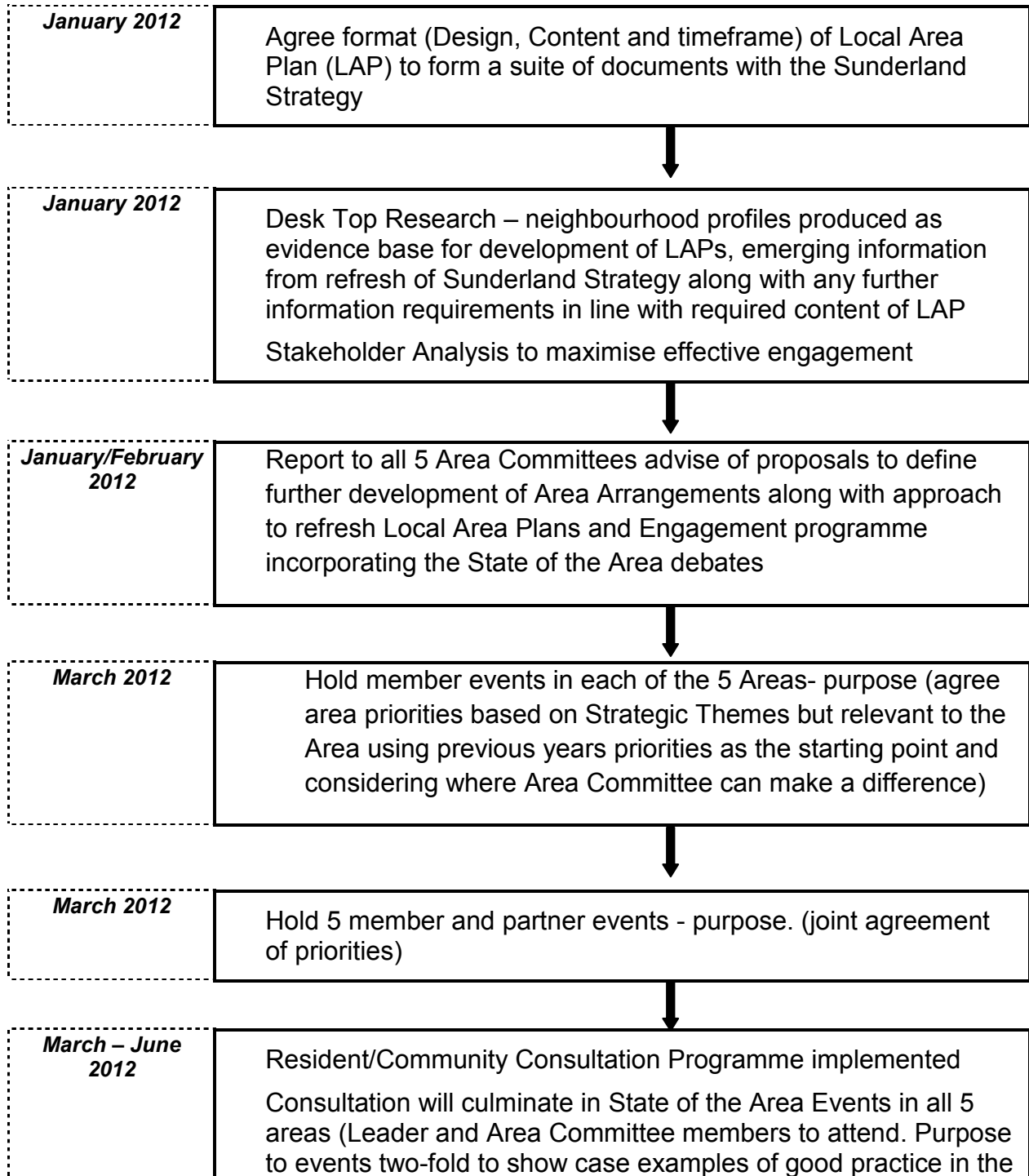
**3. Role of Area Committees in the development of the LAPs**

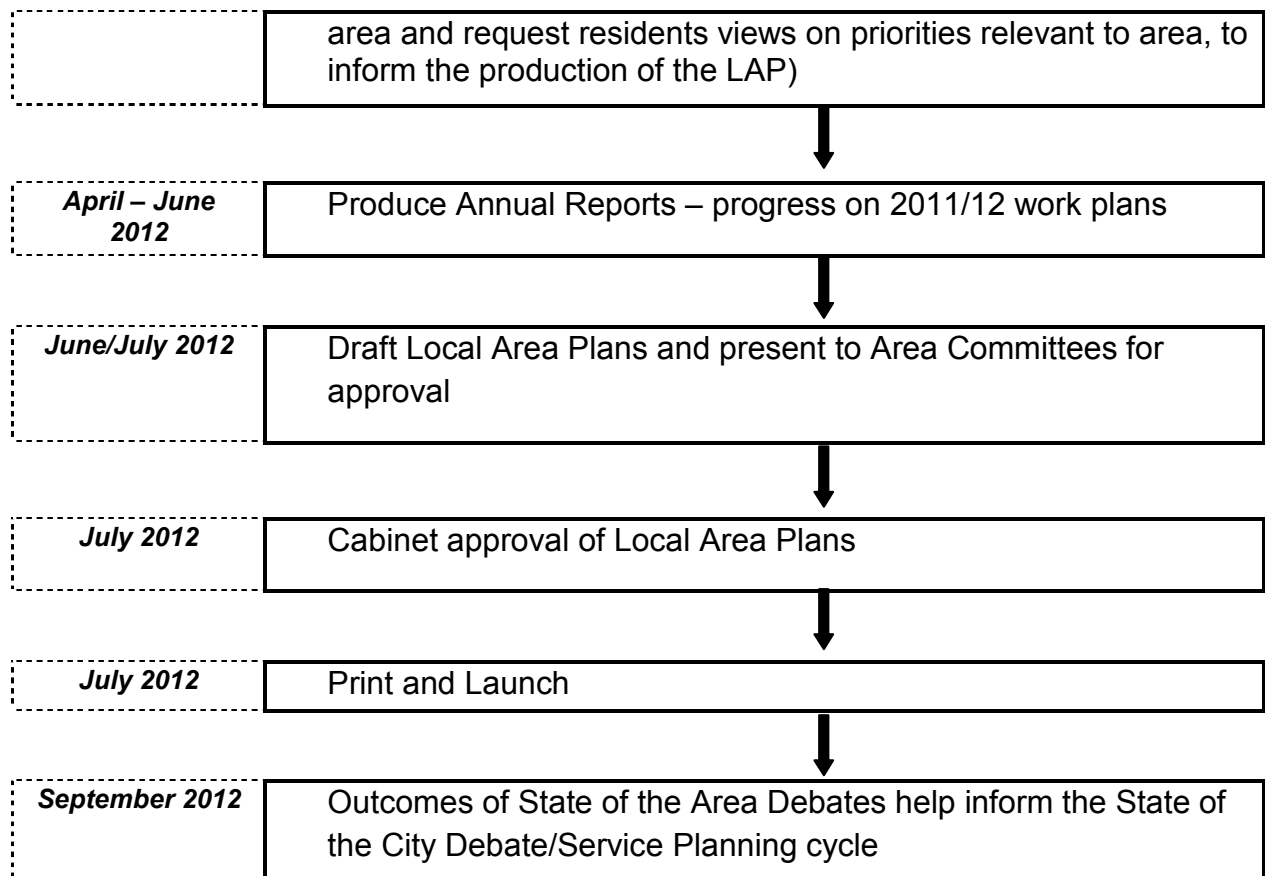
- 3.1 The role of Area Committee is to lead on the development and effective implementation of the Local Area Plan (as the local interpretation of the Sunderland Strategy, turning those priorities into reality and practical action for people in their area), Monitor the quality and effectiveness of services delivered by the Council and other main providers in the Area and actively encourage local residents to become involved in decision-making on matter which affect them.
- 3.2 The LAPs were originally developed by Area Committees, and adopted by Cabinet, in July 2009. They provide the background history, Councillor representation on each Committee and a detailed profile of demographic information. The plan includes information on how the Area is performing in comparison with City standards, what the public is saying about their areas and the document's structure is in line with the Sunderland Strategy. LAPs provide the baseline of knowledge to inform priorities through which the Area Committees will work with partners and undertake actions to improve their area and improve the quality of life for their residents.

3.3 The development of LAPs is a structured, evidence led approach to priority setting and problem solving at a local level. It supports the Area Committees in achieving an enhanced partnership/joint working approach which both supports Elected Members appreciation of the benefits of working closely together, and with LSP colleagues, to address issues at a grass routes level, and inform the city's strategic framework. Providing for a more pro-active way of working with partners to address issues and grasp opportunities.

3.4 LAPs are required to be reviewed and finalised in readiness for the new municipal year.

**4. Proposed Approach and timeline**





**5. Recommendation**

Committee is requested to:

- i) Consider and provide feedback on the information provided.
- ii) Agree the proposed approach and timeline outlined in section 4.

Contact Officer

Nicol Trueman, Area Officer (Sunderland East)  
 Tel: 0191 561 1162 Email: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

**REPORT OF THE CHIEF EXECUTIVE**

**COMMUNITY ACTION: REVIEWING PROGRESS AND AGREEING NEXT STEPS**

**TACKLING CRIME**

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

1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan, see annex 1, on behalf of the Crime Task and Finish Group.

**2.0 Background**

2.1 In May 2011, Area Committee identified the key crimes for East Sunderland area as: Speeding and dangerous driving; Burglary; Car crime; Criminal damage; Anti Social Behaviour (ASB); Most serious violent crime; Violent crime; Primary and secondary fire; Hate and victimisation.

2.2 The Committee aligned £74,599 against this priority and agreed to continue the joint meetings between Northumbria Police and East Sunderland elected members, renaming the group, 'Crime Task and Finish group'.

**3.0 Crime Statistics: Northumbria Police**

3.1 Local Neighbourhood Police Inspectors to provide an update on crime statistics and Operation X, which was funded from July 2011 to June 2012 to reduce key crimes by 2%, these include speeding and dangerous driving, burglary, car crime, criminal damage, ASB most serious violent crime, violent crime, hate and victimisation.

3.2 All key crimes for East Sunderland area are shown a decrease, see table below.

**Sunderland – Crime Actual vs. Daily Average as at 11/01/2012**

Measure	Sunderland Central			Sunderland East			Sunderland South		
	Actual	Daily Average	% Variance	Actual	Daily Average	% Variance	Actual	Daily Average	% Variance
<b>Total crime</b>	3,385	3,571	5.2%	1,312	1,357	3.3%	910	1,022	11.0%
<b>Burglary</b>	281	299	5.9%	197	198	0.4%	89	94	5.1%
<b>Vehicle crime</b>	242	246	1.7%	109	118	7.6%	95	127	25.0%
<b>Criminal damage</b>	374	506	26.1%	281	328	14.4%	199	242	17.9%
<b>ASB</b>	2,948	3,723	20.8%	1,125	1,525	26.2%	988	1,450	31.8%
<b>Most serious violence</b>	50	52	4.5%	11	15	25.9%	7	9	25.3%
<b>Violent crime (exc PNDs)</b>	720	817	11.9%	201	223	9.7%	151	162	6.6%
<b>Racially and religiously aggravated crime</b>	20	22	8.6%	7	9	18.6%	2	0	-

#### **4.0 Fire Statistics: Tyne and Wear Fire and Rescue Service**

- 4.1 Tyne and Wear Fire and Rescue to provide an update on fire statistics, see **Annex 2**, and on Championing the East project, which was funded from July 2011 to June 2013 to reduce secondary fires by 2%, engaging with 60 volunteering and 40 community groups.
- 4.2 To assist Committee to understand the definition of the terminology used 'Primary' and 'Secondary' fires and explanation is shown below:

##### Definition of Primary Fires

Fires are those where one or more of the following apply:

- i) all fires in buildings, outdoor structure, and vehicles that are not derelict,
- ii) any fires involving casualties or rescues,
- iii) any fire attended by five or more appliances.

##### Definition of Secondary Fires

ASB Fires are the majority of outdoor fires which are started deliberately including grassland and refuse fires, unless they involve casualties or rescues, property loss or unless five or more appliances attend. They include fires in derelict buildings.

#### **5.0 Recommendation**

Committee is requested to:

- i) Note the update provided by Northumbria Police and Tyne and Wear Fire and Rescue.

Lead Agents: Neal Craig, Sunderland Central Neighbourhood Inspector (City Centre, Millfield and St Michaels wards) [neal.craig.7300@northumbria.pnn.police](mailto:neal.craig.7300@northumbria.pnn.police)  
John Connolly, Sunderland East Neighbourhood Inspector (Doxford, Hendon and Ryhope wards) [john.connolly.7623@northumbria.pnn.police](mailto:john.connolly.7623@northumbria.pnn.police)  
Ian Warne, Tyne and Wear Fire and Rescue [gary.yates@twfire.gov.uk](mailto:gary.yates@twfire.gov.uk)

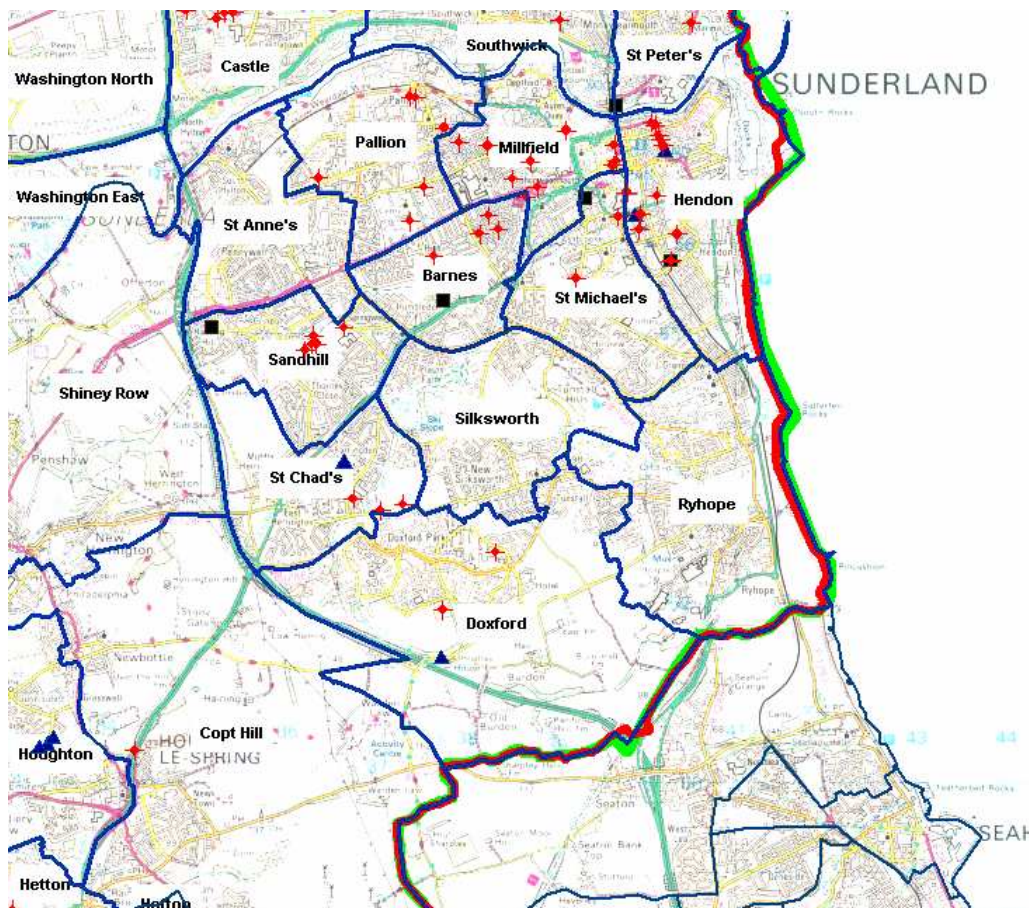
Annex 1: Sunderland East Area Committee: Work Plan 2011-2012

Annex 2: Tyne and Wear Fire and Rescue: Fire Statistics

Tyne and Wear Fire and Rescue Service

The following report details Sunderland East and Sunderland Central's performance – 1<sup>st</sup> December 2011 to date (4<sup>th</sup> January 2012) with specific reference to the following ward areas.

- Doxford
- Hendon
- Ryhope
- Millfield
- St Michael's



Map of Sunderland showing all deliberate fires:  
1<sup>st</sup> December 2011 – 4<sup>th</sup> January 2012

IRS Incident Data No Vic No SA

- Li14 Number of property fires started deliberately
- ▲ Li15 Vehicle fires started deliberately
- ◆ Li16 Deliberate secondary fires

Tyne & Wear Fire & Rescue Service  
Service Headquarters  
Nissan Way  
Barmston Mere  
Sunderland  
SR5 3QY  
[www.twfire.gov.uk](http://www.twfire.gov.uk)

Licence Number – 100018966

The incident data in this report is raw and unvalidated and may subject to change.



\*(previous year in brackets )

District LI's	Doxford	Hendon	Ryhope	Millfield	St Michael's	Fiscal YTD	YTD % Change
LI16 Number of deliberate secondary fires	2(5)	13(7)	0(2)	8(7)	3(1)	364(436)	-17%
LI15 Number of deliberate road vehicles	1(0)	1(2)	0(0)	0(1)	1(0)	24(25)	-4%
LI14 Number of primary fires started deliberately	0(0)	1(1)	0(1)	0(1)	1(0)	18(34)	-47%

Sunderland East (52) and Sunderland Central (50) recorded 26 deliberate secondary fires in these ward areas during this period, this shows an 18% increase compared to 22 fires recorded over the same period of the previous year.

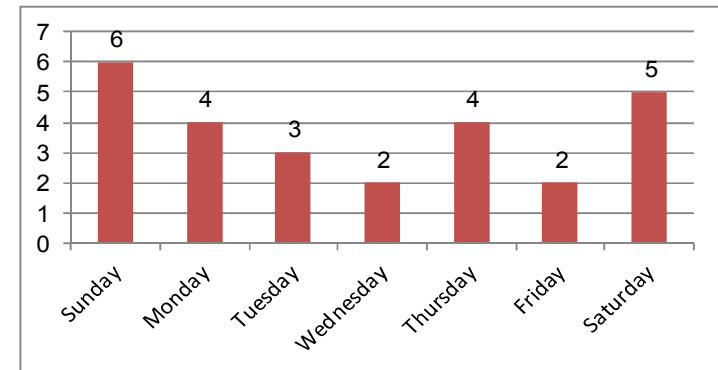
38% was wheelie bin, 35% was loose refuse.

Count of Property level 4	Total
Small refuse/rubbish container (eg wheelie bin)	10
Loose refuse	9
Large refuse/rubbish container (eg skip)	2
Refuse/rubbish tip	2
Private garage	1
Woodland/forest - broadleaf/hardwood	1
Tree scrub	1
<b>Grand Total</b>	<b>26</b>

Hendon recorded the highest amount of deliberate secondary fires. charts show the weekend as being the most common days, and

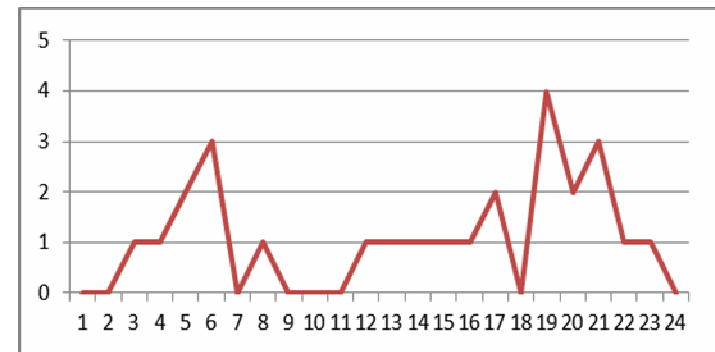
Count of Ward	Total
Hendon Ward	13
Millfield Ward	8
St. Michael's Ward	3
Doxford Ward	2
<b>Grand Total</b>	<b>26</b>

Count of Ward	Wheelie bin fires
Hendon Ward	4
Millfield Ward	4
St. Michael's Ward	2
<b>Grand Total</b>	<b>10</b>



Both

time line shows spikes at 05:00hrs and 18:00hrs-20:00hrs.





**30<sup>th</sup> JANUARY 2012****REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES****COMMUNITY ACTION: REVIEWING PROGRESS AND AGREEING NEXT STEPS****CLEANER AND GREENER STREETS****Walk and Talk Programme: City Centre and Sunderland East Area****1.0 Why has it come to Committee?**

- 1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan, see annex 1.

**2.0 Background**

- 2.1 Key service requests identified for the East area, including the City Centre, are: rubbish and litter lying around; refuse collection; noise pollution; graffiti; animal fouling; street lighting; road and pavement repairs and the lack of greenery in certain areas and better use of land. The aim of the priority is to improve the appearance of neighbourhoods. It was agreed to deliver a Walk and Talk programme, which discusses and finds ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.
- 2.2 This priority has an allocated budget of £36,000 (£6,000 allocated to the City Centre specifically). There is no Task and Finish Group established for this priority, however elected members for each ward and the City Centre work closely with the Area Response Managers (ARMs), to deliver the programme.

**3.0 Work Plan: Action 2 - Progress Update**

- 3.1 The City Centre Walk and Talk Programme is progressing positively with two walk and talks held, as per the agreed programme (21.7.11 and 2.11.11). Each walk and talk covered a geographical area of the City Centre - July East of the City Centre and November West of the City Centre. The following partners were represented during the walk and talks - Police, Fire, Environmental Enforcement, Environmental Health and Licensing, Traders Association representatives, Community Development, local ward councillors, Empty Property Officer, Business Investment Team, local traders - Bunker and the Independent, Area Response Manager for City Centre.
- 3.2 During both walks, action lists were produced and funding allocated. The most common issues' raised so far relate to improving the appearance of commercial priorities in the City Centre; Litter clearance from shrub beds; Painting and repairing pedestrian barriers; Graffiti removal from high profile, hard to reach locations and incorporating more colour and greenery into the City Centre.
- 3.3 As well as the walk and talk activity, the Area Response Manager continues to undertake weekly City Centre inspections and coordinate activities with local community groups and traders to deliver the Love where you live campaign. The City Centre Traders Associations are also planning their own walk and talk programme, as a result of their involvement with the East Area Committee programme.

- 3.4 Within the wider East area, the Walk and Talk programme is progressing well with two ward walks occurring in Hendon, Millfield, Doxford, and Ryhope Ward and one Ward Walk taking place in St Michaels. Further walks are planned for February and March within all wards, bringing the total number of Ward walks to 14 and 123 issues raised to date.
- 3.5 As with the City Centre, all issues are logged and all updates tracked. Each Ward has raised individual issues and concerns with no common theme occurring across the East.
- 3.6 Funding to date is largely unspent although funding allocation has been made to various projects including St Marks Church improvements, Burns Park Improvements, Sea View landscaping and Sans Street Walk Way improvements.

#### **4.0 Love Where You Live Campaign**

4.1 The national campaign continues to be championed by Responsive Local Services and activities to-date include:

- Litter picking at Argyle Square and Argyle Street involving residents and landlords;
- Activity held with St Anthony's School to discuss Love where you live campaign, organised bulb planting, litter picking and school children currently designing a poster to be inserted into the advertising litter bins in the City Centre to promote Love where you live campaign.
- Bulbs planted by the Responsive Local Services City Centre team at Borough Road; Sans Street; Opp. Empire Theatre: Corner of The Esplanade/Stockton Road; Commercial Road and Hylton Road to bring colour to the City in the spring.
- Wild flower seeding to the entrance to Ryhope beach steps and to Toll Bar Road verge to encourage wildlife and provide spring and summer colour to otherwise plain areas
- New plants inserted into planters on High Street West to bring colour to the street during winter.
- Christmas planters placed on pedestrian barriers to bring greenery to the City Centre during winter.
- Gum Removal machine reinstated to remove chewing gum from high foot fall areas - simultaneously training the Environmental Apprentices to use the equipment.

#### **4.0 Recommendation(s)**

Committee are requested to:

- i. Note the updates for Cleaner and Greener priority.
- ii. Discuss and consider the benefits of both the walk and talk programme and the Love Where You Live campaign and how they can continue to complement the work plan.

Contact Officers      Helen Peverley, Area Response Manager (City Centre)  
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Nicky Rowland, Area Response Manager (East)  
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Annex 1:                      Sunderland East Area Committee: Work Plan 2011-2012

30<sup>th</sup> JANUARY 2012

**REPORT OF THE EXECUTIVE DIRECTOR OF HEALTH, HOUSING AND ADULT SERVICES**

**COMMUNITY ACTION: REVIEWING PROGRESS AND AGREEING NEXT STEPS**

**EMPLOYMENT, ENTERPRISE AND WELFARE ADVICE**

**UPDATE ON FIRST TIER CONTRACTS**

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

1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan, see annex 1. The action is outlined in the Committee work plan priority 'Employment, enterprise and welfare rights', issue two.

**2.0 Background**

2.1 East Area Committee's work plan includes an action in relation to access to employment, enterprise and welfare rights, the aim being to increase employment and enterprise opportunity within the East area.

2.2 It was agreed to embark on a short programme of Committee updates and discussions over the year to allow Committee members to receive information and influence developments at key points within the service improvement activity.

2.3 It was further agreed to present an update report to Area Committee meeting outlining progress to date on the 1<sup>st</sup> tier contracts, please see below for a synopsis.

**3.0 Current Position**

3.1 Sunderland City Council contracts to Advice Providers across the city to provide a casework service and to provide time limited interventions which resolve or close issues; or offer an intervention that would prevent an issue escalating; whilst seeking to empower customers and build confidence and independence to deal with welfare rights issues.

It can also involve the accurate identification of specialist support needs (includes identifying appeals with merits) and referral to the appropriate specialist service.

The current contracts fund a casework service which covers the provision of first tier welfare rights advice in the following categories of social welfare law: welfare benefits, debt, housing and employment. However 92% of customers advised seek advice and assistance to claim their full benefit entitlement.

3.2 Age UK have contracts for 2 out of 5 lots which includes the contract for the East of the city. At the outset of the contract it was agreed to re-brand Age UK to ensure that local residents under 50 did not feel excluded from accessing the advice provision. For all customers seen under the contract, Age UK was renamed Sunderland Advice Service. (SAS)

All five current first tier contracts have been in place since August 2010 and will end in August 2012. The procurement process is about to start so that we can have new contracts in place by August 2012. Age UK under the name SAS will have an opportunity to bid once again for the contract in the East of the city, along with all other interested advice providers.

- 3.3 SAS has reported generally an increase in demand in the number of customers, seeking advice and assistance in the East of the city. This can partly be explained by the continuing economic down turn and the impact of the largest scale welfare reform in the last 60 years.
- 3.4 SAS is based at Stockton Road in the centre of town but has increased outreach provision to ensure residents who are unable to travel and many of the most vulnerable or 'hard to reach' customers can access provision it holds outreach sessions in the Bangladeshi centre and the Community Link. In addition they have developed a specifically branded website and undertaken some work to promote, develop and update it. The aim of this is to encourage customers to self serve where they are in a position to do so.
- 3.5 Before the contract was awarded, SAS identified the most vulnerable groups in the East and these included older people, young families, those with long term health problems/ disabilities, the unemployed, 25-44 age group at risk of poverty, families in poverty, the BME communities and the economically inactive. SAS attend the Community Link Shop in Hendon, the Bangladeshi Centre.

Since April 2011, SAS have advised 3,783 customers in the East of the city. Q2 identified a 17% increase in demand as compared to Q1. The figures for Q3, including December are still to be published but it is clear that demand for the service is increasing.

99% of customers are defined as either unemployed or retired.

- 3.6 SAS cite examples of customers with severe and enduring mental health issues who once assisted by them feel more financially secure and then reporting a reduction in the severity of their symptoms. SAS have also developed links with the emerging Polish community.
- 3.7 As SAS are not part of the council they are in a position help customers challenge decisions about council tax benefit or housing benefit. SAS have also advised on an increase in queries of worried customers who are concerned about the impact on their income when the benefit Disability Living Allowance is reformed.

#### **4.0 Next Steps**

- 4.1 Under the new contracts the first tier will have an important part to play in delivering the new Information, Advice and Guidance (IAG) model. Contracted providers will have to manage increased local demand with no increase in resources. Sunderland City Council as part of its Community Leadership role will expect first tier providers to deliver Responsive Local Services, tailored to local needs which are responsive to the customers' needs in their local area.
- 4.2 Resources under the new contract will be focused on to welfare rights casework and first tier providers will need to demonstrate their active contribution to and promotion of self serve and mediated self serve options for those people able to meet their needs in

these ways. This approach is intended to increase the reach and accessibility of information to the general public but specifically target those most in need. .

- 4.3 SCC will meet with all providers interested in tendering for the contract on 24<sup>th</sup> January 2012 to brief on the contract specification, which will include SCC commitment to Responsive Local Services and the Information, Advice and Guidance model. It is expected that new contracts for the 5 lot areas, including the East will be completed by April 2012.

## **5.0 Recommendation**

- 5.1 Committee is request to: Support the delivery of advice in a locally responsive way through the first tier contract process.
- 5.2 Continue to receive updates on the work and outcomes achieved by the first tier contracts, particularly in light of welfare reforms

### **Contact Officers**

Liz St Louis, Head of Customer Services and Development  
Tel 0191 5614902 Email: [liz.stlouis@sunderland.gov.uk](mailto:liz.stlouis@sunderland.gov.uk)

Joan Reed, Strategic Change Manager  
Tel 0191 5661803 Email: [joan.reed@sunderland.gov.uk](mailto:joan.reed@sunderland.gov.uk)

### **Annex 1**

Sunderland East Work Plan 2011-12

30<sup>th</sup> JANUARY 2012

**REPORT OF THE EXECUTIVE DIRECTOR OF CHILDREN SERVICES**

**COMMUNITY ACTION: REVIEWING PROGRESS AND AGREEING NEXT STEPS**

**MEET YOUR COUNCILLOR EVENTS**

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

1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan, see annex 1. The action is outlined in the Committee work plan priority 'Youth and Teenagers', issue one.

**2.0 Background**

2.1 A pilot involving six East Area Councillors and members of Sunderland Youth Parliament (SYP) was delivered throughout February and March 2011. The pilot involved both parties attending surgeries located at either local youth clubs or secondary schools within the elected members ward. Councillors and SYP members provided introductions with an explanation of their roles and responsibilities. Young people were then asked to provide their thoughts on their neighbourhoods or futures.

2.2 In September 2011, Area Committee received an evaluation report on the pilot. It was agreed that future events should be organised as a partnership between Councillors and Sunderland Youth Parliament members and agreed protocols on handling issues and feedback should be agreed.

2.3 In October 2011, a feedback session was held with children and young people who participated in the road shows.

**3.0 Current Position**

3.1 It is proposed to establish a rolling programme across each of the five wards with an 'event' happening twice a year. It is proposed to host events during June/July (after elections, providing an opportunity for any new Councillors to participate) and November/ December (before Christmas holidays), each year.

3.2 Committee are asked to identify which of the fifteen elected members are interested in being involved in the 'Meet your Councillor' events, which will involve attending planning meetings and events, following up issues raised and feeding back to young people. Further information is provided in **Annex 2**.

**4.0 Next Steps**

4.1 Children Services will organise planning meetings with interested Councillors and members of SYP, to discuss suitable dates, times and venues, for example, a local school or youth club, if the ward has no suitable venue, the youth bus can be accessed.

4.2 Children Services will then negotiate with the relevant school or youth group to organise the session, confirming the date and time of the event and promoting the event to young people in the ward.

## 5.0 Recommendations

Committee is requested to:

- i) Identify Councillors who wish to participate in the 'Meet Your Councillor Events' Programme.
- ii) Provide comments on Annex 2.

**Contact Officer:** Andrew Carton, Locality Manager (East)  
Tel: 0191 4432861 Email: [andrew.carton@sunderland.gov.uk](mailto:andrew.carton@sunderland.gov.uk)

**Annex 1:** Sunderland East Area Committee: Work Plan 2011-2012

**Annex 2:** Meet Your Councillor Event Process and Issue Log

**PROCESS**

**PREPARTION**

- Children Services to meet with ward members to explain aim of events and process involved. Members that wish to participate – identify suitable venue, for example, local school or youth club, if not suitable, consider youth bus.
- Speak to teacher or youth worker to organise session, agree date and time of event. Promote to a wider audience if necessary, to attract more young people.
- Send out invitations and confirmation letters/emails to ward member, teacher, youth worker, officers (if required).
- Identify who will take notes during the session.



**DURING**

**MEET YOUR COUNCILLOR EVENT MEETING**

- Attendance/contact list circulated.
- Councillor and SYP member to open the meeting and explain their role, and how they wish to listen to concerns that young people might have regarding anything to do with the area they live in or facilities that are provided for the benefit of the community.
- All issues raised would be taken seriously and considered, and where possible addressed but no guarantee could be given. Be realistic, do not raise aspirations.
- Discussion of issues put forward by young people.
- Actions agreed at meeting and noted by Youth Lead.
- Councillors and SYP members to agree with young people the best method of feedback, for example, written response given to teacher/youth worker for them to share with young people, email young people directly, face to face feedback session held.



**AFTER**

- Notes of meeting to be shared with ward member for comment. Ward member to coordinate and progress actions, with support from Members Services.
- Any issues which are picked up across wards and areas to be highlighted and shared with relevant HOS, maybe a city wide issue which needs a city wide response.



**FOLLOW UP**

- Ward member and SYP to share progress / outcomes of all actions arising from event. (within 12 weeks of meeting with young people, highlighting any outstanding actions, feedback report also copied to Keith Moore, for information)
- Feedback given to young people, by agreed method.



**MARKETING**

- Positive outcomes to be shared with Communication Team



## Meet Your Councillor Event Feedback Report

**Councillor:**

**SYP Member:**

**Ward:**

**Date:**

Lead Officer Directorate/Partner	Issue	Action Required	Progress Update	Status RAG
<i>Example</i> Inspector Connolly Northumbria Police	<i>Example</i> Young people in Ryhope felt that more police should be seen on the streets as they feel unsafe.	<i>Example</i> Inform local Neighbourhood Policing Team to patrol areas where young people go, i.e. parks, open fields, etc. Encourage police to talk to young people about their concerns.	<i>Example</i> More CSO's and PC's patrolling the streets after 5pm. Police organised community events targeting young people, to build relationships.	

30<sup>th</sup> JANUARY 2012

**REPORT OF THE CHIEF EXECUTIVE**

**COMMUNITY ACTION: REVIEWING PROGRESS AND AGREEING NEXT STEPS**

**FREE SCHOOL MEALS – MAXIMISING TAKE-UP**

**1 Purpose of the Report**

- 1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan, see annex 1. The action is outlined in the Committee work plan priority 'Youth and Teenagers', issue 9.

**2. Introduction / Background**

- 2.1 The East Area Committee has considered for some time the difference in numbers between the children who are entitled to free school meals and those who are actually registered. It has long been felt that the current process which involves requiring parents to register their entitlement, presents an unnecessary barrier for families.
- 2.2 The recent review of Information, Advice and Guidance (IAG) has identified that there are between 535 and 1418 children entitled to free school meals who are not registered across the City. This clearly places an added expense to the budget of families living in poverty.

**3. Current Position**

- 3.1 In September 2011, the Child and Family Poverty Board approved the setting up of a Task and Finish Group to explore the options to maximise the take-up of free school meals by developing the principle of parents / carers 'opting out' rather than 'opting in' to their entitlement through the improved use of information.
- 3.2 In December 2011, the Benefits Service agreed to write to families who are eligible but currently not registered for free school meals, to inform them of the benefits that a hot and nutritious meal can have on their child's health, education and social experiences at school. The letter will also advise them that unless they object, their details will be passed to Children's Services so that free school meals can be provided for their children.
- 3.3 This campaign is designed to ensure that families can easily access their entitlement to free school meals.
- 3.4 Figures show that families in Sunderland are missing out on meals for their children worth more than half-a-million pounds a year. A family could save £1.80 a day per primary school pupil or £342 a year and even more for secondary school aged children.
- 3.5 As well as helping families, the campaign could also boost school budgets. Under the Government's new Pupil Premium model, schools get additional funds based on the number

of pupils on free school meals. Schools could be set to benefit from thousands of pounds in additional income.

#### **4.0 Recommendation**

Committee is requested to:

- i) Note the action taken towards increasing the uptake of free school meals and agree to receive an update report on the success of the campaign.

Lead Agent: Andrew Carton, Locality Manager (East)  
Tel: 0191 4432861 Email: [andrew.carton@sunderland.gov.uk](mailto:andrew.carton@sunderland.gov.uk)

Contact Officer: Nicol Trueman, Area Officer (East)  
Tel: 0191 561 1162 Email: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

Annex 1: Sunderland East Area Committee: Work Plan 2011-2012

30<sup>th</sup> JANUARY 2012

**REPORT OF THE CHIEF EXECUTIVE**

**COMMUNITY ACTION: REVIEWING PROGRESS AND AGREEING NEXT STEPS**

**EDEN VALE AND THORNHILL PROJECT GROUP**

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

1.1 The report provides an update of progress against agreed actions in the Eden Vale and Thornhill Project Groups Action Plan (2011/12), see **Annex 1**.

**2.0 Background**

2.1 In March 2011, both Sunderland East and West Area Committee's recognised that for a period, areas in Eden Vale (West) and Thornhill (East) have been experiencing difficulties ranging from ASB, a lack of co-ordinated youth provision, community tensions and a general unhappiness about the state of the environment. A number of good initiatives were being delivered by numerous organisations within the area, to tackle the problems, however it was recognised that they lacked co-ordination.

2.2 In May 2011, in order to move forward and maximise the impact of interventions and ensure clear prioritisation, a conference with key stakeholders involved in delivering services or interventions in the area was held. From this a draft cohesive action plan was produced.

2.3 In July 2011, both Area Committee's agreed the action plan, and nominated representatives from both Committee's to establish a new cross boundary working group, called 'Eden Vale and Thornhill Project Group'. The Project group would monitor the quality and effectiveness of the services and improvements made, reporting directly back to both Area Committee's.

**3.0 Work Plan Action 4: Youth Task Group**

3.1 In December 2011, the Project Group agreed that a Sub Youth Task Group would meet, consisting of elected members, youth providers and officers. An audit of commissioned youth provision was undertaken, along with what buildings and resources are located in the neighbourhoods.

3.2 In January 2012, the Sub Youth Task Group met to identify any duplications, resources needed and any potential risks based on the audit provided. After a discussion a youth programme was agreed. It was recognised that some buildings were not suitable to deliver activities from, it was felt the youth bus or elements of the XL youth villages may be considered as an option to fill any future gaps.

3.3 It was agreed to approach a local secondary school within the area to encourage them to become a member of the Project Group, in addition, to seeking their views on opening up the school on an evening and weekends.

3.4 Concerns were expressed on sessions currently being delivered mid week during a lunch time period, as the funding is due to expire in March 2012. Officers, the Youth Provider and the School are meeting to investigate options, which will be fed back into a future Project Group meeting.

#### **4.0 Work Plan Action 6: Environment Works**

4.1 A key problem identified by the Project Group is the raised pathway overlooking residential properties. This former mineral line, which is unlit, is a major gathering point for large groups of young people, which can result in disturbance and disorder for residents.

4.2 The Project Group has agreed that action to reduce the attraction of this area as a gathering point is a vital element to alleviating community tensions and improving the conditions for local residents.

4.3 To achieve this, the Project Group is asking West Sunderland Area Committee to agree the allocation of £42,000 from its Strategic Investment Plan (SIP), subject to full application, appraisal and consultation, on a capital project to lower the raised pathway. A decision is expected in February 2012.

#### **5.0 Work Plan Action 15: Communication Plan**

5.1 In October 2011, the Project Group acknowledged that a challenge in the area had been communication information across boundaries between key people delivering services. It was proposed to develop a suitable Communication Plan, which would set out:

- Purpose of the group
- Governance infrastructure, including roles and responsibilities
- Key people, including roles and responsibilities
- Methods of communication

5.2 The Plan should be seen to allow the Project Group to assess the most successful methods in engaging partners and residents throughout the life time of the Project Group. By delivering an effective approach to both external and internal communications, this plan will support the engagement work needed to ensure people and groups have a vested interest in contributing to developing a future of both neighbourhoods of Eden Vale and Thornhill. Further information is available in **Annex 2**.

5.3 Area Committee are being asked to endorse the Communication Plan.

#### **6.0 Recommendation(s)**

Committee is requested to:

- i) Note the progress updates provided in Annex 1.
- ii) To endorse the Communication Plan.

Contact Officer: Nicol Trueman, Area Officer (East)  
Tel: 0191 5611162 Email: [Nicol.trueman@sunderland.gov.uk](mailto:Nicol.trueman@sunderland.gov.uk)

Annex 1: Eden Vale and Thornhill Project Group: Action Plan  
Annex 2: Communication Plan

Outcome Measure 1: To increase confidence levels within communities

Outcome Measure 2: Improve service delivery across the neighbourhoods

Workstream	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Pro.	Influencing Roll	RAG
Project delivery	1. Establish a Project Group to implement the Action Plan and co-ordinate activities across Eden Vale and Thornhill area.	Area Officers	1. Area Committee nominated Cllr representation on Project Group. 2. Stakeholders workshop held. 3. Action plan agreed and updated. 4. Terms of reference agreed. 5. Bi-monthly meetings scheduled. <b>ONGOING</b>	Jul-11	Nil	Identifying services being delivered. Establish a focal point for sharing information.	G
	2. Establish Task Groups to develop specific proposals: Youth and children, Environment, ASB and Cohesion and Culture.	Lead Officers	Progress reports against each workstream received from identified Lead Agent, as outlined below. <b>ONGOING.</b>	Feb-12	Nil	Co-ordination of service delivery.	A
Youth and children	3. Audit of provision, available resources, gaps, including buildings. Identify and prioritise needs. Outline options for consideration on way forward.	Abdul Amin - East, Bob Hoy - West Children Services and local youth providers.	Audit of commissioned providers undertaken, along with what buildings and resources are located in the neighbourhoods. <b>COMPLETED - Dec 11</b>	Nov-11	Nil	Challenge service providers to improve standard of service.	G
Youth and children	4. Co-ordinate and deliver a joint approach to providing CYP with services, encouraging cross border working.		Youth Task Group organised for Jan 12. <b>Further information is available, see report 3i.</b>	Jan-12	Nil	Shared resources.	A

Workstream	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Pro.	Influencing Roll	RAG
Youth and children	5. Establish an Eden Vale and Thornhill programme and report to Area Committee	Amin and Bob Hoy, Children Services	Youth Programme of Activities agreed and circulated for Jan - Mar 12. <b>COMPLETED Jan 12</b>	Jan-12	Nil	Improve co-ordination of services at a neighbourhood level.	G
Environment	6. Barnes, Millfield and St Michaels ward Managers, under RLS to work together. To propose options to tackle embankment and associated path and lighting.	B Blackett, West ARM.	Site visits completed with Engineers, residents, Cllrs and Police. Options considered. <b>Further information available, see report 3i</b>	Feb-12	£42K SIP	Encourage cross boarder working.	A
Anti Social Behaviour	7. Alleviate ASB around Thornhill School by having a visible policing presence at finishing time and during lunchtime.	N Craig, Northumbria Police	Police lunch time presence when possible, mainly CSOs. They have an excellent relationship with the school. Police are receiving intelligence on ethnic fights, enabling much preventative work. Intelligence led policing can lead to greater police presence at end of school day and end of term. <b>COMPLETED. NB:</b> No longer an issue during lunch times or after school, but police will still provide a presence on the streets as the service is valuable.	Apr-11	Nil	Improve relationships, residents, young people and police.	G
Anti Social Behaviour	8. Police to engage more with under 11 year olds, via feeder Primary schools. Increase understanding of backgrounds and common interests. ASB team to be involved in delivery of presentations of ASB and consequences/impact of ASB in schools.	N Craig and K Jones, Northumbria Police. J Charles, HHAS	Julie Charles and the Police agreed to meet to discuss how best to engage with children under the age of 11. Thinking about the East model i.e. PC aligned to primary schools, visiting H.Teacher every 5 weeks and delivering joint talks, i.e. ASB. The Police agreed to explore options for providing a stronger police presence in the area, to try to overcome the barrier of shift patterns etc. <b>ONGOING: UPDATE TO BE PROVIDED IN FEB 12.</b>	Feb-12	Nil	Improve relationships with children from feeder primary schools	A

Workstream	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Pro.	Influencing Roll	RAG
Anti Social Behaviour	9. Investigate joint police/Council patrols to tackle night time ASB targets to be forwarded to the ASB team and a number of various combined methods to be implemented. Victim support to continue to be offered.	N Craig and K Jones, Northumbria Police. J Charles, HHAS	Good working relationships established between police and ASB Team. ASB Team now work evenings and weekends to provide an enhanced service to residents with concerns about ASB. <b>COMPLETED.</b> NB: Youth disorder still remains an occurrence in the locality. Phase 2 of Operation Freedom agreed by Project Group; approval to use underspend to be sought from West Area Cttee in Feb. <b>ONGOING: UPDATE TO BE PROVIDED IN MAR 12.</b>	Nov-11	Nil	Encourage cross border working.	A
Anti Social Behaviour	10. Improve communication between youth services and police.	LMAPS/Locality Teams(CS)	Locality youth staff inducted and now members of their area LMAPS. <b>COMPLETED Nov 11</b>	Sep-11	Nil	Sharing of information	G
Community Tensions	11. Joint meetings to be held between East and West Cohesion groups to discuss common issues.	S Woodhouse, LSP	1. Agreed to promote the work of Show Racism the Red Card (SRTRC), making linkages to Growing Sport and National Citizenship projects and feeder Primary School. 2. Use the Programme 2012 as a tool to engage with families and draw people together. 3. Hold a separate meeting to chart the 'influencers' using ARCH conflict resolution principles in the New Year. 4. Enhance the Community First Panel-with a focus on equalities. 5. Distribute Stonewall's "Understanding Prejudice". 10. <b>ONGOING: UPDATE TO BE PROVIDED IN FEB 12.</b>	Sep-11	Nil	Sharing of information	G
	12. Use joint funding held with Groundworks to develop cross boundary working.	Groundworks, S Woodhouse, LSP	Evaluation of project has been completed. Information to be considered by Events Task Group - <b>CLOSED - See action 19 for further information.</b>	Jun-11	Nil	Improve relationships, reduce tensions.	G



Workstream	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Pro.	Influencing Roll	RAG
Community Tensions	13. Discuss at LMAPS how data from police, neighbourhood relations and ARCH can be used more effectively to enhance tension monitoring. In addition to understanding motives behind hate crime attitudes.	S Woodhouse, LSP and LMAPs	Jenny Scott leading on Arch project: comparisons; hotspots; trends. Pilot in North: shopkeepers network helping to record tension levels. <b>UPDATED:</b> There has been no increase in community tension in Eden Vale or Thornhill. <b>NOTED:</b> SW to keep Project Group aware of any increases in tensions in and around the neighbourhoods. <b>ONGOING: UPDATE TO BE PROVIDED IN FEB 12.</b>	Nov-11	Nil	Gathering intelligence and using it smartly.	A
Stereotyping of groups	14. Increase understanding of and between different groups in order to challenge myths and stereotypes. Maintain and build community links with Muslim residents and the Scholars' Union as well as increasing an understanding of Islam.	S Woodhouse, LSP	Cultural Awareness Training to be considered for the Project Group and promoted to residents and other groups. <b>CLOSED:</b> Not confident that this is best approach a more holistic approach needs to be delivered see new initiative 19.	Nov-11	Nil	Raise awareness of different cultures and understanding	G
	15. Invite Communications Team to cohesion group meetings.	N Trueman, OCE	After discussing Coms representative on Project Group, it was agreed a more appropriate way forward was to produce a clearly defined Communication Plan, identifying roles and responsibilities of current infrastructure and attendees. <b>Further information provided in report, see item 3i.</b>	Sep-11	Nil	Communication action plan in place.	A

Workstream	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Pro.	Influencing Roll	RAG
Stereotyping of groups	16. Detailed discussion regarding age issues/stereotypes in area.	S Woodhouse, LSP	Recognised that the area is made up of a diverse community, with different cultures that may restrict residents receiving or participating in services provided in the locality. Agreed to identify the mixture of cultures, and share the information with the group to expand the Project Groups knowledge and understanding, for consideration when shaping local services. <b>ONGOING: UPDATE TO BE PROVIDED IN FEB 12.</b>	Dec-11	Nil	Challenge attitudes.	A
Diversity of representation	17. Encourage schools to increase diversity on their governing bodies through their Single Equality schemes, being promoted through Children Services.	S Woodhouse, Sunderland Partnership and M Foster Children's Services	Main schools to be invited to Project Group (Thornhill and Richard Avenue). It was noted, in Barnes ward - Richard Avenue 57% of pupils are BME, Barnes School approx. 10%. SW possible option to use the School Linkage Project: <b>ONGOING: UPDATE TO BE PROVIDED IN FEB 12</b>	Dec-11	Nil	Challenge service providers to improve standard of service.	A
Diversity of representation	New action for above.	R Parry, OCE	It was agreed to investigate members of the community joining the project group. Amin suggested inviting a representative from the Bangladeshi Centre, and Karen Todd suggested a rep from Bede College. <b>ONGONG: UPDATE TO BE PROVIDED FEB 12.</b>	Feb-12	Nil	Sharing information, making connections.	A

Workstream	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Pro.	Influencing Roll	RAG
Diversity of representation	18. SSP working with HYPP and YAV and Eden Vale Young Peoples' Forum.	S Woodhouse, Sunderland Partnership.	1. It was suggested that the Eden Vale Young People's Forum, currently open for young Asian males only, should be opened up to all enabling all young people to have the opportunity to feed their views into the Youth Equalities Forum. 2. A supervised lunchtime session within the school was the preferred option in delivering mixed sex sessions. Sarah to discuss further with Karen. <b>ONGOING: UPDATE TO BE PROVIDED IN FEB 12.</b>	Dec-11	Nil	Sharing of information. Making connections.	A
Community Cohesion: Bringing people in the community together	19. Celebration Events	N Trueman, OCE	It was thought the most appropriate option was the Level 1 Small Street Parties, Level 2 Medium Richard Avenue Primary School; Level 3 Programme 2012. It was suggested having a sub-group of the Project group to develop this further and provide an update at the next meeting. <b>ONGOING: UPDATE TO BE PROVIDED IN FEB 12.</b>	Dec-11	Nil	Improving relationships. Reducing tensions.	A



**Eden Vale and Thornhill Project Group**

**Communications Plan**

Name:	Eden Vale and Thornhill Project Group	
Purpose:	Will enable delivery of key priorities and will ensure the Committees are making clear and tangible improvements for the benefit of the local residents.	
Chair:	Cllr M Essl	Sunderland West Area Committee
Attendees:	Cllr Ellen Ball	Sunderland East Area Committee
	Cllr Alan Emerson	Sunderland East Area Committee
	Cllr Peter Gibson	Sunderland West Area Committee
	Cllr Iain Kay	Sunderland East Area Committee
	Cllr Tony Morrissey	Sunderland West Area Committee
	Cllr Philip Tye	Sunderland West Area Committee
	Bill Blackett	City Services
	Vivienne Metcalfe	City Services
	Simon Smart	Children Services
	Abdul Amin	Children Services
	Bob Hoy	Children Services
	Julie Charles	Health, Housing and Adult Services
	Neal Craig	Northumbria Police
	Kevin Jones	Northumbria Police
	Karen Todd	Richard Avenue Primary School
	Richard Parry	Chief Executives
	Nicol Trueman	Chief Executives
	Sarah Woodhouse	Sunderland Partnership
Co-optees:	Other nominations or advisors maybe appointed, with the agreement of the group.	
Frequency:	The group will agree the frequency and intervals of its meetings in order to achieve its purpose and specific duties within the timescale agreed by the Area Committee.	
Despatch of Papers:	Papers to be circulated 1 week in advance	

## **1. Summary**

The Plan sets out how Eden Vale and Thornhill Project Group will communicate with key people and groups.

Key groups are identified as:

- Sunderland East and West Area Committees
- Sunderland East and West LMAPs
- Sunderland East and West Community Cohesion Group
- Sunderland East and West VCS Area Networks/Residents
- Sunderland East Crime Task and Finish Group

It allows us to assess the most successful methods in engaging partners and residents throughout the life time of the Project Group.

It identifies the Project Group's purpose, roles and responsibilities, equalities and methods of communicating.

By delivering an effective approach to both external and internal communications, this plan will support the engagement work needed to ensure people and groups have a vested interest in contributing to developing a future of both neighbourhoods of Eden Vale and Thornhill.

## **2. Purpose of group**

- Drive forward the Eden Vale and Thornhill Action Plan.
- Ensure that services and projects are delivered in a coordinated fashion and that new projects/services are developed by the Project Group for delivery in the neighbourhoods.
- Develop option(s) for addressing the identified priority in the short and longer term to present to Area Committee for endorsement.
- Provide support to the identified Lead Agent in delivering the Action Plan.
- Carry out its work in a transparent, inclusive and timely manner.
- Services are reviewed and resources pooled, where relevant, measurable actions allocated and monitored and reported back into Area Committee.
- Be aware of other work streams happening across the City, for example, Scrutiny and LSP work plans and policy reviews, considering if actions/options would complement or conflict with these.
- Build a picture of services, across sectors, being delivered which contribute to achieving the priority.
- Identify weaknesses in aspects of current ways of working, with proposals to address these.
- To present a range of outcome related actions ('options') for consideration and endorsement to Area Committee.

## **3. Current Infrastructure and their Role**

Communication about this project will, in most cases be managed by Scrutiny and Area Arrangements Team, Sunderland City Council. However, involvement from all members of the Project Group is encouraged.

### 3.1 Infrastructure and Role of Groups

Name of Group	Membership	Role
Sunderland East and West Area Committees	<ul style="list-style-type: none"> <li>• Elected members</li> <li>• LSP Partners</li> <li>• VCS Area Networks</li> <li>• Directorate Leads</li> <li>• Area Teams</li> <li>• Area Lead Executive</li> </ul>	<ul style="list-style-type: none"> <li>• Lead on developing and delivering area work plans.</li> <li>• Seven meetings per year.</li> <li>• Decision maker.</li> <li>• Delegated budgetary responsibilities (SIB and Community Chest).</li> <li>• Monitor service delivery and performance.</li> </ul>
Eden Vale and Thornhill Project Group  Sub Group – acting under the remit of Sunderland East and West Area Committee.	<ul style="list-style-type: none"> <li>• Elected Members</li> <li>• Northumbria Police</li> <li>• Council Officers</li> <li>• VCS representatives</li> </ul>	<ul style="list-style-type: none"> <li>• To be the driving force behind the Eden Vale and Thornhill Area Plan.</li> <li>• Encourage co-operation across all sectors.</li> <li>• Ad hoc meetings.</li> <li>• Review, problem solve and establish the most effective operation of responsive front line services.</li> </ul>
Sunderland East and West LMAPs	<ul style="list-style-type: none"> <li>• Elected members</li> <li>• LSP Partners</li> <li>• Council Officers</li> </ul>	<ul style="list-style-type: none"> <li>• Area-based delivery groups of the Safer Sunderland Partnership (SSP).</li> <li>• Meets every 5 weeks, rolling programme.</li> <li>• The SSP has a legal duty to work in partnership to tackle crime, disorder, ASB, substance misuse and reduce re-offending.</li> <li>• Their purpose is to identify, analyse, resolve and assess crime, fear of crime, anti-social behaviour and substance misuse issues at a local level.</li> <li>• LMAPs funding.</li> </ul>
Sunderland East and West Community Cohesion Groups	<ul style="list-style-type: none"> <li>• Council Officers</li> <li>• LSP Partners</li> <li>• VCS groups/ Residents</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on opportunities for collaborative work to address tensions in and around the areas looking at wider community cohesion issues.</li> <li>• Cohesion Funding.</li> <li>• Ad hoc meetings.</li> </ul>
Sunderland East and West VCS Area Networks	<ul style="list-style-type: none"> <li>• VCS Sector</li> </ul>	<ul style="list-style-type: none"> <li>• Develop and share good VCS practice</li> <li>• Raise and address local VCS issues</li> <li>• Support the delivery of Local Area Plans and Responsive Local Services</li> <li>• Influence strategic policies and</li> </ul>

		<p>practice</p> <ul style="list-style-type: none"> <li>• Monthly meetings, rolling programme</li> </ul>
Sunderland East Crime Task and Finish Group	<ul style="list-style-type: none"> <li>• Elected members</li> <li>• Northumbria Police</li> <li>• Tyne and Wear Fire and Rescue</li> <li>• Area Officer</li> </ul>	<ul style="list-style-type: none"> <li>• To reduce key crime by 2% and increase detection rates by 0.5%.</li> <li>• Monitor crime and fire statistics across the area.</li> <li>• Meets seven times a year.</li> </ul>

### 3.2 Role of members attached to the Project Group

Lead	Responsibility
Elected members	<ul style="list-style-type: none"> <li>• Voice residents concerns.</li> <li>• Challenge service providers to improve standards of service.</li> <li>• Identify project for allocation of budget delegated to Area Committee.</li> </ul>
R Parry and N Trueman Area Officer (East and West)	<ul style="list-style-type: none"> <li>• To make Area Committee aware of any ideas and issues raised at the Project Group.</li> <li>• Acting as the linkage between the two areas.</li> <li>• Co-ordinate recognition for action, with support from Communication Link Officer</li> </ul>
Inspector Warcup and Craig Neighbourhood Police Inspectors and Julie Charles, ASB Manager	<ul style="list-style-type: none"> <li>• Lead agent on addressing ASB issues outlined in Action Plan.</li> <li>• Work in partnership with the Council's ASB Team, in Health, Housing and Adult Services Directorate.</li> <li>• Update the Project Group on operations being delivered in the neighbourhoods.</li> <li>• Identify any spikes in crime.</li> <li>• Discuss the Action Plan at LMAPs to inform a wider audience of the issues being covered, seeking their views on how to progress actions.</li> <li>• Act as a conduit between LMAPs and Project Group.</li> </ul>
Sarah Woodhouse Sunderland Partnership	<ul style="list-style-type: none"> <li>• Lead agent in addressing Community Tensions issues outlined in Action Plan.</li> <li>• Provide updates on initiatives being delivered or funded via cohesion fund.</li> <li>• Identify any changes in tension with the community or new issues to address.</li> <li>• Act as a conduit between Sunderland Partnership, Community Cohesion Groups and Project Group.</li> </ul>
Vivienne Metcalfe Area Community Co-ordinator	<ul style="list-style-type: none"> <li>• Will be responsible for dissemination key message throughout the Area Networks and encourage groups to share methods and resources, when possible.</li> <li>• To support communities to develop their skills to take action and promote the development of autonomous and accountable structures.</li> <li>• Act as a conduit between Sunderland VCS Area Networks and Project Group.</li> </ul>
Abdul Amin and Bob Hoy Children Services	<ul style="list-style-type: none"> <li>• Lead agent in addressing children and young people issues outlined in the Action Plan.</li> <li>• Co-ordinate all Council funded (commissioned contracts/SIB projects) relating to children and young people, to ensure gaps and needs are addressed.</li> </ul>

	<ul style="list-style-type: none"> <li>• Identify any improvements to be made.</li> <li>• Act as a conduit between Sunderland Youth Forum, Contractors Youth Providers and Project Group.</li> </ul>
Bill Blackett - City Services	<ul style="list-style-type: none"> <li>• Lead agent in addressing environmental issues outlined in the Action Plan</li> <li>• Co-ordinate RLS services across the neighbourhoods.</li> <li>• Identify initiatives being delivered or improvements to be made.</li> <li>• Act as a conduit between City Services Directorate and Project Group.</li> </ul>

#### 4. Equalities

To ensure that the understanding of and involvement in the development of the Action Plan is fully inclusive, it is essential that we make every reasonable effort to engage with all, remembering that “one size doesn’t fit all”.

Communication activity will be conducted with equality issues at the forefront. From a communications perspective, we will ensure that all communications are in clear and easily understood language, that we use a variety of channels to communicate widely, and that all publicity material is accessible in terms of use of language, imagery, colour and format.

All our communications and engagement work must be of the highest quality in terms of making sure it is attractive, easily understood and encourages participation. We need to use language and design to build ‘buy in’ and understanding amongst the community.

In addition to identifying roles and responsibilities, practically we must identify a central base e.g. email address, telephone number, etc. For partners and residents to gain up to date information or answer questions on a day-to-day basis.

Email: [areacoordination@sunderland.gov.uk](mailto:areacoordination@sunderland.gov.uk)  
 Tel: 0191 561 1162  
 Website: [www.sunderland.gov.uk/scrutinyandareas](http://www.sunderland.gov.uk/scrutinyandareas)

#### 5. Methods of Communication

Ref	Method	Description	Lead
1	Action Plan	Main focal point for information. Outlines issues, agreed actions, progress update and Lead Agents. To inform discussion at meeting, monitor performance and agree next steps.	Project Group
2.	Agenda and Minutes	To provide structure to meetings and list agreed actions, outlining timescales.	Scrutiny and Areas – ArO’s
3	Website	One sites will be used as the main method of communication, the link will be <a href="http://www.sunderland.gov.uk/scrutinyandareas">www.sunderland.gov.uk/scrutinyandareas</a>  A ‘public’ version of the action plan will be update after each Project Group meeting.	Scrutiny and Areas – ArO’s
4	Adverts in Newsletter	Project updates can be included in both internal and external newsletters, for example, Community News, all articles should be feed through to the Chair and	Scrutiny and Areas – ArOs



		Area Officer before publication.	
5	Contact list	Each group identified under section 3 has their own 'contact list', the identified Lead Agent is responsible for sharing information with their contacts. In addition, to collating views and sharing them with the Project Group.	Project Group members
6	Press Release	Communication with the general public and media will be undertaken through press releases approved by Project Group. All media relations work will focus on delivering clear and concise messages to the community.	Communication Team
7	Opinion surveys	To be considered – monitoring tool to assess if improvements have been made against Action Plan.	Project Group.
8	Briefing notes and fact sheets	To be utilised in preparation for public meetings. The briefing notes will offer a background to the Action Plan, facts sheets will set the scene in each neighbourhood using key statistically information to separate facts from fiction. To be shared at PACTs, Resident Association meetings, etc.	Lead Agent
9	Reports	To be written as and when required to share information or seek approval on recommendations put forward from the group to appropriate arena's i.e. Area Committee's.	Scrutiny and Areas - ArOs

**Sunderland East Area Committee: Work Plan 2011-12**

**Priority: CLEANER AND GREENER STREETS**  
**Budget: £36,000**      **Allocated: £36,000**      **Balance: £0**

**ANNEX 1:**

**Lead Co-ordinators**  
 Helen Peverley, City Centre  
 Nicky Rowland, East area

Outcome Measure 1: Deliver activity to improve local quality of life and increase public satisfaction in the area.  
 Outcome Measure 2: Challenge service providers to improve the standards of service and the levels of public satisfaction and trust with them

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Due to Committee	Call for Projects	Influencing Roll	RAG
1. Proposed to have a walk and talk improvement budget, to support the delivery of action against the priority.	Allocate a proportion of SIB 2011-12 budget to solve small problems identified by ward members, to deliver improvements in their local area.	Area Committee	Each walk and talk session is allocated £1,500 to spend on identified improvements. Total agreed £36,000. (£6,000 per ward per year, £6,000 for City Centre) <b>COMPLETED May 11</b>	May-11	£36,000 Approved	Identify projects for allocation of budgets delegated to Area Committee.	G
2. To improve the appearance of streets across the East area. It is proposed to deliver a Walk and Talk programme across the 5 wards and the City Centre. The Walk and Talk Programme is to discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.	The East area comprises of 5 wards, 3 of which make up the City Centre. It is proposed to host: <ul style="list-style-type: none"> <li>• 5 'Walk and Talk' sessions, on a 3 monthly cycle, in each of the five wards throughout the forthcoming year, making a total of 20 'Walk and Talk' sessions, in addition.</li> <li>• 2 City Centre 'Walk and Talk'</li> </ul>	Local Ward Cllrs, with support from Officers	Elected members agreed routes and dates throughout 2011-2012. Information to be publicised across the East. Partners invited to participate in walk and talk sessions. <b>For further information see report 3.ii .</b>	Jul 11 - Jun 12	Nil	Engage and involve local people and organisations in developing and delivering area priorities.	G
	Members to agree routes and dates of programme, at a ward level. Share with partners and promote	Local Ward Cllrs, with support from Officers			Jul 11 - Jun 12	Nil	Identify projects for allocation of budgets delegated to Area Committee.

3. Responsive Local Services	Opportunity for ARMs to provide Area Committee with an update on programmes, initiatives and actions being delivered across the East.	H Peverley and N Rowland	<b>For further information see report 3.ii.</b>	May 11 - Apr 12	Nil	Monitoring and sharing of information.	G
4. Greenspace topic paper consultation identified development opportunity at Old Ryhope Colliery site, currently green open space.	Opportunity to work with Woodland Trust's 'Jubilee woodlands scheme' to plant and designate it as a Jubilee Woodland for the Queen's Diamond Jubilee in 2012. The project guidance is set for release in late 2011, with planting expected to commence in Spring 2012.	N Trueman OCE	The Council carried out extensive investigation into the feasibility of the proposal based on project guidance. Unfortunately it was found that it was not possible to proceed, given the financial resources required to both develop and maintain the woodland and the feasibility of being able to attract sufficient external resources to meet those costs. <b>COMPLETED Sep 11</b>	Sep-11	Nil	Engage and involve local people and organisations in developing and delivering area priorities.	G
5. Can we develop the land at the front of St Marks, Millfield into a community garden?	The Council would be keen to discuss this further with interested VCS groups in the area.	East VCS Area Network	<b>For further information see report 3.viii.</b>	Jan-12	Nil	Engage and involve local people and organisations in developing and delivering area priorities.	A
6. Selective licensing and Neighbourhood Management Scheme in Hendon.	Health, Housing and Adult Services to provide an update on scheme.	G Wilson, HHAS	Update report provided in Nov 11 on Selective Licensing and Neighbourhood Management. Agreed to receive further progress reports during the course of the project. <b>ONGOING</b>	Nov-11	Nil	Aware of external factors.	A

**Sunderland East Area Committee: Work Plan 2011-12**

**Priority: Seaton Carew to South Bents Coastal Path  
COASTAL PATH**

**Lead Co-ordinator**

Tim Ducker, Sunderland City Council

**Budget: Nil**

Outcome Measure 1: Ensuring that local initiatives meet local requirements

Outcome Measure 2: Attracting external funding

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Due to Committee	Call for Projects	Influencing Roll	RAG
1. Connecting the path to community and identifying a suitable route from Hendon Beach up to the City Centre, onto Wearmouth Bridge.	Task and Finish Group to be established to consider, what the new access is? How do we get the most out of it? Raising awareness of responsibilities of users?	Area Committee	Terms of reference agreed and Task Group established. No budget allocated against priority. <b>COMPLETED Jul 11</b>	Jul-11	Nil	Engage and support partner agencies in delivery area priorities.	G
		T Ducker, City Services	Members of the Task Group walked the route. Modifications to the route proposed and agreed by Committee. Proposals submitted to Natural England for consideration and endorsed. <b>COMPLETED Jan 12</b>	Jan-12	Nil	Engage and support partner agencies in delivery area priorities.	G
		T Ducker, City Services	Produce a draft mapped route of the English Coast Path. <b>COMPLETED Nov 11</b>	Nov-11	Nil	Monitoring and sharing of information.	G
		C Young, City Services	River corridor: Site visit identified potential issue with cladding on the retaining wall at Panns Bank and another wall at the road to the water side promenade/parking area. Referred to City Services for investigation and action. Revisit site once works completed. <b>ONGOING</b>	Jan-12	Nil	Improving the appearance of the river corridor. Compliments Aim 3 of the Economic Master Plan	A

		T Ducker, City Services and N Trueman, OCE	Land formerly known as the Edward Thompson Paper Mill to the rear of Hendon Promenade. Outlined application approved July 11 to redevelop 10.62 hectares of land. No planning application submitted as of yet. Task Group to be made aware if one is submitted. <b>LOGGED Nov 11</b>	Nov-11	Nil	Awareness of external factors.	G
		T Ducker and K Makepeace, City Services	River Wear Trail boards renewal programme, City Services to consider if boards for coastal path need to be apart of this programme. Update due Jan 12. <b>ONGOING</b>	Jan-12	Nil	Improving standard of services.	A
		Task and Finish Group	Bring suggestion forward of exploring 'better than basic' signage through Ryhope and Hendon for the coastal route. Agreed to complete a mapping exercise. Collect information on what we have in the area, for instance, heritage sites, local knowledge or stories from the past (example – Bull Lane), collect information from conversations plans, sites of interest, services, etc. This information is not urgent, but will be vital towards supplying background for the interpretation board. To be completed by Jun 2012 <b>ONGOING</b>	Jun-12	Nil	Ensure services meet local requirements.	A

2. Natural England are the lead agent on installing the Seaton Carew to South Bents Coastal Path.	A brief presentation on the coastal path to be provided.	T Ducker, City Services	Presentation provided. <b>COMPLETED Jul 11</b>	Jul-11	Nil	Engage and support partner agencies in delivery area priorities.	G
3. The coastal path is for pedestrian use only.	Durham Heritage Partnership have submitted a Heritage Lottery Bid to upgrade the path into a multi user route. Task and Finish Group to receive an update on progress.	N Benson, Durham Heritage Partnership	The Group have been invited to submit a full application. Overall project costs, £444,900, £50,000 of which is being sought from SIB. SIB will contribute towards physical improvements to access points and paths, Rangers to work with local schools and groups and promote the coast, history and wildlife interests. <b>ONGOING</b>	Mar-12	£50,000	Monitoring and sharing of information.	A

**Sunderland East Area Committee: Work Plan 2011-12**

**Priority:**

**EMPLOYMENT, ENTERPRISE AND WELFARE RIGHTS**

**Budget: £125,000**

**Allocated: £124,392**

**Balance: £608**

Outcome Measure 1:

Increasing opportunities to employment, enterprise and welfare advice

Outcome Measure 2:

Improving local access to information advice and guidance

**Lead Co-ordinators**

Joan Reed, Sunderland Council

Liz St Louis, Sunderland Council

Lead Agents: SES and SNCBC

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Due to Committee	Call for Projects	Influencing Roll	RAG
1. Call for projects to deliver two projects: working with families and employability support for people not in receipt of benefits.	Area Committee to receive a report on the 'call for project' with recommendations to approve the strongest applicant(s).	Area Committee	Two organisations were commissioned to deliver activities aimed at increasing employment, enterprise and access to welfare advice. <b>COMPLETED May 11.</b>	May-11	£124,392 Allocated	Initiatives are delivered to meet local requirements as fully as possible.	G
	Lead Agent to produce performance reports to Area Committee.	N Vokes, SNCBC.	Working with Families - Project launch date Oct 2011, one year funding. Targets - people into employment 40 - business start ups 10 - advice and support provided to 250 people - qualifications gained 100 - young people out of NEET 11. <b>ONGOING</b>	Nov-11 and Apr-12	£49,982 Approved	Initiatives are delivered to meet local requirements as fully as possible.	A
		K Marquis, SES	Employability support for people not in receipt of benefits - Project launch date Jul 2011, 15 months funding. Targets - people into employment 96 - business start ups 37 - advice and support provided to 420 people - 5 community events. <b>ONGOING</b>	Nov-11 and Apr-12	£74,696 Approved	Monitor the quality and effectiveness of the services delivered.	A
2. During consultation exercise on the emerging priorities it was recognised that good access to information, advice and	Briefing on the Information, Advice and Guidance Review, including a discussion on the future role for 1st tier advice providers.	Liz St Louis and	Lead Officer in attendance to provide a presentation on the Information, Advice and Guidance Review. <b>COMPLETED Jul 11</b>	Jul-11		Influence service	G

guidance in relation to welfare right issues do not just affect the East area and has been recognised as a city wide issue, that requires a city wide response.	Briefing on self service options. Consultation on local access points.	Joan Reed, SCC	Members nominated organisations and community venues to provide self service options for customers. <b>COMPLETED Sep 11</b>	Sep-11	Nil	service improvement activity.	G
	Update on 1st tier contracts		<b>For further information see report 3.iii.</b>	Jan-12			A



**Sunderland East Area Committee: Work Plan 2011-12**

**Lead Co-ordinator**

**Priority: PUBLIC TRANSPORT**

Nexus

**Budget: £500**

**Allocated: £500**

**Balance £0**

East VCS Area Network

Outcome Measure 1:

Improve the standards of service and the levels of public satisfaction and trust with them

Outcome Measure 2:

Consult, engage and involve local people and VCS in development and delivery

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Due to Committee	Call for Projects	Influencing Roll	RAG
1. To establish a formal structure to feed residents and VCS concerns through from the East Area into Sunderland City Council's Cabinet and Nexus.	Nexus to be invited to become a member of Sunderland East Area Committee.	M Jackson, OCE	Nexus agreed to become a member of Area Committee. <b>COMPLETED May 11</b>	May-11	Nil	Involve partners in developing the work plan.	G
	Using existing structures within the community, for example, surgeries, VCS Area Network meetings, etc to gather feedback from the public and forward onto Nexus, via Area Committee.	East VCS Area Network	Pilot held in Ryhope and evaluated. Proposal to roll out public meetings on public transport across all wards. Request to approve £500 to carry out meetings. For further information see Item D. SIB approved. <b>COMPLETED Sep 11</b>	Sep-11	£500	Actively review activities of other agencies within the area.	G
2. Act as a consultative body on behalf of Cabinet for the Accessible Bus Network Design Project.	Share and consult residents and VCS groups on plans agreed, and promote initiatives taken to improve local quality of life and public satisfaction.	East VCS Area Network	Four public meetings held across the East. General comments received and feedback provided. Relationship established between Nexus, Area Committee and VCS Area Network to continue to facilitate future discussions, as and when. <b>COMPLETED Nov 11</b>	Nov-11	Nil	Involve residents and VCS in developing the work plan.	G

<p>3. Advice and information link needed between advice centres and Nexus to promote offers on travel tickets.</p>	<p>Connection to welfare advice priority. Nexus to make links with advice centre and promote special offers.</p>	<p>Nexus</p>	<p>Partnerships have been established with Job Linkage and welfare advice providers in the area. Nexus have been attending 'drop in' sessions with job seekers, providing information on travel tickets, savings, etc. <b>COMPLETED Nov 11</b></p>	<p>Nov-11</p>	<p>Nil</p>	<p>Involve partners in developing the work plan.</p>	<p>G</p>
<p>4. Identifying gaps in bus routes.</p>	<p>Complete mapping exercise. Stage 1, identify bus routes, stage 2, identify main services/building, stage 3, overlay information and identify gaps, considering times, fees and target audience. Recommendations on way forward to be presented to Area Committee.</p>	<p>Nexus and East VCS Area Network</p>	<p>Report presented in Nov 11. Recommendations agreed. Agreed to review the findings after one year. <b>ONGOING</b></p>	<p>Nov-12</p>	<p>Nil</p>	<p>Involve residents and VCS in developing the work plan.</p>	<p>A</p>
<p><b>NEW ISSUE</b> 5. Quality Contract / Voluntary Partnership Schemes</p>	<p>In November 11, the Integrated Transport Authority, with the support of Sunderland Council, other councils and Nexus, proposed major changes to the way local bus services are planned, provided and paid for.</p>	<p>Nexus</p>	<p>Currently Stakeholder engagement sessions are scheduled to be held throughout January and February, with a decision being made by ITA later in the year. An update report will be provided at a future meeting. <b>ONGOING</b></p>	<p>TBA</p>	<p>Nil</p>	<p>Schemes are delivered to meet the needs of local residents</p>	<p>A</p>

Sunderland East Area Committee: Work Plan 2011-12

Priority: YOUTH AND TEENAGERS

Budget: £75,000 Allocated: £75,000 Balance: £0

Outcome Measure 1: Increase the number of young people participating in positive activity

Outcome Measure 2: Increase the number of young people influencing local decisions

Lead Co-ordinator:

Andrew Carton, Sunderland Council

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Due to Committee	Call for Projects	Influencing Roll	RAG
1. Challenge negative perceptions of young people, celebrate positive achievements.	Deliver joint surgeries between local ward councillors and young people across the wards.	A Abdul, Children Services	Group recommending to continue the Joint Ward Surgeries with young people. <b>Further information is provided in Item 3.iv.</b>	Sep-11	Nil	Views of young people are feed into Area Committee.	G
2. Reduction in funding. Committee prioritised two gaps in provision, activities during school holidays and Junior work, 8-12 year olds.	Area Committee to receive a report on the 'call for project' with recommendations to approve the strongest applicant(s).	Area Committee	Five organisations were commissioned to deliver positive activities during school holidays and Junior youth clubs during term time, see below. <b>COMPLETED Jul 11.</b>	Jul-11	Nil	Views of young people are feed into Area Committee.	G
		L Wilson Box Youth Project	Positive Activity Programme Doxford - Project July 11 - Jun 13, delivering a Junior Club (term time) positive activities (school holidays) Target - 285 young people benefiting from the project. <b>ONGOING</b>	Nov 11 - April 12	£13,000 Approved	Identified the need to have a policy on rolling out Junior Work across the City. Escalate.	A

Issue 2 continued		R Duggan, Hendon Youth Initiative	E-Clusive: Hendon and St Michaels. Project July 11 - Jun 13, delivering a Junior Club (term time) positive activities (school holidays) 3. Target - 600 young people benefiting from the project. <b>ONGOING</b>	Nov 11 - April 12	£28,000 Approved	Identified the need to have a policy on rolling out Junior Work across the City. Escalate.	A
		M Robson, St Marks CA	St Marks Activity Zone: Millfield. Project July 11 - Jun 13, delivering a Junior Club (term time) positive activities (school holidays) Target - 312 young people benefiting from the project. <b>ONGOING</b>	Nov 11 - April 12	£13,500 Approved	Identified the need to have a policy on rolling out Junior Work across the City. Escalate.	A
		T Semley, Blue Watch Youth Centre	Positive Activity Programme: Ryhope. Project July 11 - Jun 13, delivering a Junior Club (term time) positive activities (school holidays) Target - 258 young people benefiting from the project. <b>ONGOING</b>	Nov 11 - April 12	£13,000 Approved	Identified the need to have a policy on rolling out Junior Work across the City. Escalate.	A
		P Curtis, North East Sports	Future Goals: East. Agreed to re-submit new application outlining projects and outputs in line with the grant award. Subject to appraisal project will start in Oct 11. <b>ONGOING</b>	Oct 11 - April 12	£7,500 Approved	Identified the need to have a policy on rolling out Junior Work across the City. Escalate.	A
3. Young people at road shows have asked for unlit Multi Use Games Area (MUGAs) and Dual Use Games Area (DUGAs) to be lit up to allow access during the Winter.	Encourage VCS groups, who have had MUGAs installed via Council funding, to open the site up and allow community access. Indicate number of MUGAs/DUGA's in the East, investigate feasibility and costs to light sites. Report to be presented to Task and Finish Group for consideration.	M Curry and V French, City Services	SIB approved to install street lightings around MUGA at Hall Farm. Consultation held with local residents. Agreed to install timer on lights. Residents involved were grateful and felt that their voices had been heard. <b>COMPLETED.</b> <b>Jan 12</b>	Nov-11	£10,852 Approved	Ensure services meet local requirements.	G

<p>4. Open up school facilities to the wider community on an evening and weekend.</p>	<p>Share recent scrutiny report on Extended School provision with Task and Finish Group, and consider at an area level.</p>	<p>A Carton, Children Services</p>	<p>Lead to attend a future East Locality Schools meeting (all schools present) to progress the issue of schools opening up facilities to the wider community. A new strategy, "Creating a Sporting Habit for Life", delivered by Sport England offers an opportunity to access funding to open up school sport facilities for wider public use, this could be considered as part of the discussion. <b>ONGOING</b></p>	<p>Apr-12</p>	<p>Nil</p>	<p>Ensure services meet local requirements.</p>	<p>A</p>
<p>5. To support and share good working practices funded by the authority between the Council and partners to encourage continuous improvements.</p>	<p>Projects funded via grants or contracts that have delivered to a high standard against a robust performance management framework to be promoted and considered by the relevant service area when designing future service delivery or allocating future commissioning contracts or grants.</p>	<p>Sunderland Partnership</p>	<p>Proposed to be discussed at the Adults Partnership Board and Children Trust Board. Update to be provided to future Task Group in Feb 12. <b>ONGOING</b></p>	<p>Feb-12</p>	<p>Nil</p>	<p>Ensure services meet local requirements.</p>	<p>A</p>
<p>6. Financial barrier when wanting to participate in positive activity, i.e., swimming.</p>	<p>Children and young people are encouraged to sign up to a free Life card, which provides a level of discount to activities to Council sport, wellness and leisure facilities.</p>	<p>P Power, City Services</p>	<p>In Aug 11 City Services circulated PDF version of the Life Card. Now available to download on Let's Go, Families Information Service and Active Sunderland websites. Shared via VCS Area Networks. Monitor membership uptake, over Q3 and Q4, report back in April 12. In Nov, Group felt it important to do more publicity around the benefits of having a Life card. P Power agreed to speak to Comms. <b>ONGOING</b></p>	<p>Apr-12</p>	<p>Nil</p>	<p>Supporting Sunderland First Initiative and Economic Masterplan</p>	<p>A</p>

7. Aiming High (disabled children and young people), concerns that with recent reviews Aiming High services would be affected.	As part of the budget process it has been confirmed that front line services have been protected and that current levels of service delivery will be maintained in the immediate term.	M Boustead, Children Services	In Nov 11, update report provided to Committee. No further action required. <b>COMPLETED Nov 11</b>	Nov-11	Nil	Consult, engage and involve partners in developments.	G
8. The East area has a number of local clubs and groups available for CYP to attend. Unfortunately a lot of CYP and families do not know about them.	Publicise services across the East to young people, families, carers and professional. To provide options for young people to participate in activities. Include any new provision or alternative activity, for example, sports clubs in the publicity.	S Maddison, J Wheelie, Children Services/ A Tuck, City Services.	Information has been shared and uploaded onto relevant website. The Council are currently working on a Digital Strategy which is looking at all council owned website, recommended to put work on hold until Strategy agreed. <b>ON HOLD.</b>	Jan-12	Nil	Sharing information.	A
9. Pupil Premium: low uptake from eligible families who qualify for free school meals (FSM). This will affect the level of funding schools receive.	Connect with the Child and Family Poverty Strategy to increase uptake of FSM within the East.	A Carton, Children Services	<b>For further information see report 3.v.</b>	Jan-12	Nil	Sharing information.	A

<p>10. General feeling that the services currently being delivered has made a dramatic difference in reducing NEETs across the East area. Concerns that these will increase.</p>	<p>Evaluate the impact of changes. Questions to answer. Have recent changes reduced access to education or employment skills training? Are schools more or less involved in addressing NEETs? Can the Pupil Premium make a difference? Is there an increase in NEETs? Are more young people declaring themselves as homeless? What is the impact of the Education Maintenance Allowance ceasing and the benefits review on 16-18 year olds? Evaluation period between April 2011-April 2012.</p>	<p>B Scanlon, Children Services</p>	<p>Update due to Committee in May 12. <b>ONGOING</b></p>	<p>May-12</p>		<p>Ensure services meet local requirements.</p>	<p>A</p>
<p>11. Task and Finish Group identified the high demand for sports coaches and referees in the East area.</p>	<p>Recommendation to work with Sport and Leisure to design a package that would target local residents to become coaches and referees, after which enabling them to gain employment.</p>	<p>P Power, City Services</p>	<p>N Trueman provided the group with a report which was pulled together by Sunderland Council and the Area Network re: pilot bursary. It was agreed to put forward a recommendation to Area Committee to approve £2,640 from the 2011-12 SIB to deliver the project. <b>For further information see report 3.viii.</b></p>	<p>Jan-12</p>	<p>Seeking approval £2,640</p>	<p>Supporting the Economic Masterplan.</p>	<p>A</p>

**Sunderland East Area Committee: Work Plan 2011-12**

**Lead Co-ordinators**

**Priority: TACKLING CRIME**  
**Budget: £74,599**      **Allocated: £57,700**      **Balance: £16,899**

Neal Craig: Sunderland Central  
 John Connolly: Sunderland East

Outcome Measure 1: To reduce crime in Sunderland East  
 Outcome Measure 2: To increase confidence levels within communities

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Due to Committee	Call for Projects	Influencing Roll	RAG
1. To reduce crime in Sunderland East, City target 2% and increase confidence levels within out communities.	Joint meetings between police and elected members to continue. To be held before Area Committee and renamed Tackling Crime Task and Finish Group.	N Trueman, OCE	All meetings booked into members and Inspectors diaries, up until April 2012. <b>COMPLETED Jul 11</b>	Jul-11	Nil	Consult, engage and involve partners in developing and delivering the priority.	G
	LMAPs to be strengthened by ARMs attendance. Connecting cleaner and greener streets priority.	ARMs	Both ARMs attend the relevant LMAPs. <b>COMPLETED Jul 11</b>	Jul-11	Nil	Improve standards of service.	G
	PACT meetings to be strengthened by ARMs and or Ward Managers to attend, outcomes of which to be feed into appropriate lead e.g. LMAPs, Task and Finish Group, Area Committee.	ARMs	Currently ARMs attending PACT meetings. <b>COMPLETED Jul 11</b>	Jul-11	Nil	Improve standards of service.	G
	Information from Daily Reports to be discussed at LMAPs.	N Craig, J Connolly	Reports are discussed and information shared, where relevant. <b>COMPLETED Jul 11</b>	Jul-11	Nil	Increasing public satisfaction and trust levels	G
2. Gather intelligence and discuss: Crime and Fire Statistics.	Issues feed from existing structures indicated above and feed into Task and Finish and Area Committee for discussion.	Northumbria Police	Inspectors to provide updates on crime statistics. <b>Further detail provided in report, see item 3i.</b>	Jan-12	Nil	Challenge service providers to improve standard of service.	A
		Tyne and Wear Fire and Rescue	Station Manager to provide updates on fire statistics. <b>Further detail provided in report, see item 3i.</b>	Jan-12	Nil		



3. £74,599 aligned against the priority.	Two organisations were commissioned by Committee to deliver two projects aimed at reducing crime, these are Operation X, Northumbria Police and Championing the East, Tyne and Wear Fire and Rescue.	N Craig / J Connolly. Northumbria Police.	<b>Further detail provided in report, see item 3i.</b>	Jan-12	£40,000 Approved	Identify projects for allocation of budgets delegated to Area Committee.	A
		Groundworks/TWF&R	<b>Further detail provided in report, see item 3i.</b>	Jan-12	£12,720 Approved		
4. Traffic calming measures.	To investigate the feasibility of reducing speeding and dangerous driving along Glenesk Road, St Marks Road North and Besford Close.	Cllrs and City Services.	Glenesk Road Local Cllrs to consult residents on options for Glenesk Road, preferred option to inform an SIB application. Application due for submission in March 12. <b>ONGOING</b>	Sep 11-Mar 12	ring fenced £7,000 SIB	Challenge service providers to improve standard of service.	A

<b>SUNDERLAND EAST AREA COMMITTEE</b> <b>30<sup>th</sup> January 2012</b> <b>EXECUTIVE SUMMARY SHEET – PART I</b>	
<b>Title of Report:</b> Community Chest and Strategic Initiative Budget (SIB) Financial Statement and Proposals for further allocation of Resources	
<b>Author(s):</b> Chief Executive	
<b>Purpose of Report:</b> This report requests Area Committee to consider of proposals for the allocation of Community Chest and Strategic Initiative Budget (SIB) to support initiatives that will deliver activity against priorities for 2011/12.	
<b>Description of Decision:</b> The Committee is requested to approve the following from the 2011/12 budget: <b>Annex 1: Community Chest Financial Statement</b> <ul style="list-style-type: none"> <li>Note the financial statement for Community Chest funding for 2011/12.</li> </ul> <b>Annex 2: Community Chest Project Proposals</b> <ul style="list-style-type: none"> <li>Approve 9 proposals for support from the 2011/12 Community Chest. All projects total £5,760.</li> </ul> <b>Annex 3: SIB financial statement</b> <ul style="list-style-type: none"> <li>Note the financial statement for SIB funding for 2011/12.</li> </ul> <b>Annex 4: SIB Executive Summaries</b> <ul style="list-style-type: none"> <li>Approve four applications from the 2011/12 SIB budget.</li> </ul>	
Is the decision consistent with the Budget/Policy Framework?	Yes
<b>Suggested reason(s) for Decision:</b> SIB is a budget delegated to Area Committee in order to commission activity that delivers actions against the key strategic priorities identified in the Sunderland East Work Plan 2011/12. Its main purpose is to benefit the local community and to attract other funding into the area.  The Area Committee has a budget of £277,456 for 2011/12, with a further £125,000 carried over from 2010-11 which has been ring fenced to deliver a call for projects to increase employment and enterprise opportunities in the Sunderland East area.  The Community Chest forms part of SIB, of which £250,000 is available for the scheme in 2011/2012 across all wards. £10,000 is available for each ward (Doxford, Hendon, Millfield, Ryhope and St Michael's.)	
<b>Alternative options to be considered and recommended to be rejected:</b> The circumstances are such that there are no realistic alternatives that could be considered.	
Is this a "Key Decision" as defined in the Constitution? No Is it included in the Forward Plan? No	Relevant Scrutiny Committees:

# SUNDERLAND EAST AREA COMMITTEE

30<sup>th</sup> January 2012

## REPORT OF THE CHIEF EXECUTIVE

### Community Chest and Strategic Initiative Budget (SIB) Financial Statement and Proposals for further allocation of Resources

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

1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Work Plan 2011/12, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an up date position on progress in relation to allocating Community Chest and SIB

#### 2.0 Community Chest

2.1. Members are requested to note the financial statement for Community Chest as shown in **Annex 1**.

2.2 There are 9 applications recommended for approval, totalling £5,760, as set out in **Annex 2**.

#### 3.0 Strategic Initiatives Budget (SIB)

3.1 Members are requested to note the financial statement for SIB as shown in **Annex 3**.

3.2 Following the November 2011 Committee meeting £75,020 remained to be allocated for 2011-12. Since November 2011, funding has been returned to budget from Gentoo, The Hollow project (£194) and Sans Street Youth Centre (£393), bringing the remaining balance to **£75,607**.

3.3 There are four applications recommended for approval, as set out in **Annex 4**.

1. <sup>1</sup> Sunderland City Council: Sunderland Programme 2012	£10,000
2. Sunderland City Council: Hylton Road Improvements	£4,504
3. Sunderland City Council: Refereeing Bursary Pilot	£2,640
4. St Marks Community Association: Security Improvements	£4,000

3.4 Applications 1, 2 and 3 are recommended to be approved from the 80% budget (Call for Projects), with a total balance of £68,438. Total cost of applications seeking endorsement is £17,144. Should Committee approve these applications the remaining balance, with one meeting remaining will be £51,294.

3.5 Application 4 is recommended to be approved from the 20% budget (Expression of Interest). Total cost of the application seeking endorsement is £4,000. Should Committee approve this application the total balance remaining will be £3,169 (20% budget).

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<sup>1</sup> Project was discussed at November 2011 Area Committee: agreed to approve SIB of £10,000, subject to full application, consultation and feedback to a future meeting.

3.6 If all four applications were approved the overall SIB balance (includes both the 80% and 20% budgets) would be **£54,463**.

#### 4.0 Recommendations

Committee are requested to:

- i. Note the financial statement set out in Annex 1 and 3.
- ii. Agree to approve 9 Community Chest applications, as set out in Annex 2.
- iii. Agree to approve 4 SIB applications as set out in Annex 4.

Annex 1: Community Chest Financial Statement  
Annex 2: Community Chest Applications  
Annex 3: SIB Financial Statement  
Annex 4: SIB Executive Summaries

Background papers: Community Chest Applications forms  
SIB Full Applications  
SIB Scoring Matrix Appraisals  
SIB Consultation Results

Contact Officer: Nicol Trueman, Area Officer (East) Tel: 0191 561 1162  
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<b>Doxford Ward Budget</b>		£10,297		
Project	Approval Date	Income	Allocation	Balance
Doxford Park Community Bowls	23.05.11		£300	£9,997
Benedict Biscop Primary	23.05.11		£1,200	£8,797
Doxford Park Stay Healthy	23.05.11		£700	£8,097
Friends of Doxford Park	04.07.11		£927	£7,170
Sunderland Armed Forces Network	04.07.11		£20	£7,150
Tunstall Allotment	19.09.11	£40		£7,190
Doxford Park Stay Healthy	19.09.11	£3		£7,193
Doxford Park Craft Club	19.09.11	£20		£7,213
Doxford Park Bowls Club	19.09.11	£20		£7,233
Sunderland Hall Farm FC	19.09.11		£1,000	£6,233
Sunderland Remembrance Parade	19.09.11		£100	£6,133
Moorside Juniors FC	14.11.11		£400	£5,733
Remaining balance		£83	£4,647	<b>£5,733</b>
<b>Hendon Ward Budget</b>		£10,261		
Project	Approval Date	Income	Allocation	Balance
Bright Star Nursery	23.05.11		£700	£9,561
Sunderland Heritage Forum	23.05.11		£600	£8,961
Young Mums Unit, Hendon Health Centre	04.07.11		£350	£8,611
Hedworth Court Social Club	04.07.11		£300	£8,311
Sunderland Armed Forces Network	04.07.11		£20	£8,291
Barley Mow Bowling Club	19.09.11	£60		£8,351
Hendon Young People's Project	19.09.11		£300	£8,051
East Community Association	19.09.11		£750	£7,301
Sunderland Pride	19.09.11		£400	£6,901
Sunderland Remembrance Parade	19.09.11		£100	£6,801
Pins N Needles	14.11.11		£500	£6,301
WISH (Women in Search of Hope)	14.11.11		£240	£6,061
Six Streets Residents Association	14.11.11		1,200	£4,861
Chance	14.11.11		£476	£4,385
Early Years Theatre Project	14.11.11		£500	£3,885
Hope 4 Kidz	14.11.11		£407	£3,478
Anchor Trust	14.11.11		£380	£3,098
Remaining balance		£60	£7,223	<b>£3,098</b>
<b>Millfield Ward Budget</b>		£11,789		
Project	Approval Date	Income	Allocation	Balance
50th Sunderland St Bedes URC Brownies	23.05.11		£300	£11,489
Deptford Boating Club	23.05.11		£450	£11,039
Muriel Harrison School of Dance	23.05.11		£500	£10,539
Indian Welfare Association	23.05.11		£500	£10,039
Deptford and Millfield Community Ass.	04.07.11		£480	£9,559
St Bede's Guides	04.07.11		£500	£9,059
Four Seasons Activity Groups	04.07.11		£500	£8,559
Millfield and Pallion Panthers under 13s	04.07.11		£248	£8,311
Sunderland Armed Forces Network	04.07.11		£20	£8,291
Deptford Boating Club	19.09.11	£35		£8,326
St Josephs Brownies	19.09.11	£228		£8,554
St Josephs Parish Centre	19.09.11	£9		£8,563

Sunderland Pride	19.09.11		£500	£8,063
Sunderland Remembrance Parade	19.09.11		£100	£7,963
Gentoo on behalf of City Centre Tenants Res	14.11.11		£250	£7,713
24/24 Project	14.11.11		£500	£7,213
Hope 4 Kidz	14.11.11		£380	£6,833
Remaining balance		£272	£5,228	<b>£6,833</b>
<b>Ryhope Ward Budget</b>	<b>£12,035</b>			
Project	Approval Date	Income	Allocation	Balance
Ryhope Infant School	23.05.11		£1,000	£11,035
Sunderland Armed Forces Network	04.07.11		£20	£11,015
SSAFA Big Brew UP	19.09.11	£86		£11,101
Ryhope Seaview Angling Club	19.09.11		£750	£10,351
St Aidan's Brownie Unit	19.09.11		£500	£9,851
Sunderland Remembrance Parade	19.09.11		£100	£9,751
Ryhope Remembrance Parade	19.09.11		£480	£9,271
Ryhope Community Association	14.11.11		£1,335	£7,936
Remaining balance		£86	£4,185	<b>£7,936</b>
<b>St Michaels Ward Budget</b>	<b>£11,532</b>			
Project	Approval Date	Income	Allocation	Balance
Bishopwearmouth Ladies Probus	23.05.11		£266	£11,266
St John's Toddler Group	23.05.11		£500	£10,766
33rd Sunderland St Nicholas Brownies	23.05.11		£250	£10,516
Barley Mow Bowling Club	23.05.11		£339	£10,177
Independent Hackney Carriages	13.06.11	£1,200		£11,377
Services Ladies Bowling Club	04.07.11		£98	£11,279
Bishopwearmouth Probus Club	04.07.11		£250	£11,029
Age UK - Monday Afternoon Club	04.07.11		£197	£10,832
SSAFA	04.07.11		£150	£10,682
Sunderland Bowling Club	04.07.11		£500	£10,182
Ashbrooke Residents Ass. Gardening Grp	04.07.11		£410	£9,772
Sunderland Armed Forces Network	04.07.11		£20	£9,752
Monday Afternoon Club	19.09.11	£12		£9,764
31st St Nicholas Guides	19.09.11		£684	£9,080
Sunderland Floral Art Club	19.09.11		£650	£8,430
Sunderland Pianoforte Society	19.09.11		£1,400	£7,030
Sunderland Pride	19.09.11		£500	£6,530
Sunderland Remembrance Parade	19.09.11		£100	£6,430
Sunderland Symphony Orchestra	14.11.11		£1,660	£4,770
Sunderland Ladies Probus Club	14.11.11		£750	£4,020
Sunderland Men's Probus Club	14.11.11		£250	£3,770
Ashbrooke Belford House Football Club	14.11.11		£1,000	£2,770
Remaining balance		£1,212	£9,974	<b>£2,770</b>

## Item 3.viii. - Annex 2

## Sunderland East Area Committee – 30 January 2012 – Community Chest

Ward	Organisation and project proposal		Budget for 2011/2012	Project proposals	Expenditure to date	Balance remaining
Doxford	<b>Mill Hill Nursery Allotment Improvement</b> – Contribution towards improvements to the allotment access.	1,280				
	<b>Totals</b>		<b>10,297</b>	<b>1,280</b>	<b>4,647</b>	<b>4,370</b>
Hendon	<b>Sunderland Heritage Forum</b> – Contribution towards project development and consultation costs for a community archaeology project.	500				
	<b>Totals</b>		<b>10,261</b>	<b>500</b>	<b>7,233</b>	<b>2,528</b>
Millfield	<b>Sunderland Women's Centre</b> – Contribution towards the delivery of two confidence building courses	500				
	<b>Diamond Hall Toddler Group</b> – Contribution towards rent costs	500				
	<b>24<sup>th</sup> Sunderland St. Joseph's Brownies</b> – Contribution towards capitation fees.	460				
	<b>Totals</b>		<b>11,789</b>	<b>1,460</b>	<b>4,928</b>	<b>5,401</b>
Ryhope	<b>Friends of St. Paul's CE Primary School</b> – contribution towards the school's Green Team project.	1,000				
	<b>Blue Watch Youth Centre</b> – Contribution towards the purchase of bikes and a group development day.	820				
	<b>Totals</b>		<b>12,035</b>	<b>1,820</b>	<b>2,850</b>	<b>7,365</b>
St Michaels	<b>British Kurdish Community Association</b> – Contribution towards the opening of the centre and a Kurdish new year celebration.	400				
	<b>Wearside University of the Third Age</b> – Contribution towards a gardening visit.	300				
	<b>Totals</b>		<b>12,732</b>	<b>700</b>	<b>9,974</b>	<b>2,058</b>
<b>Totals</b>			<b>57,114</b>	<b>5,760</b>	<b>29,632</b>	<b>21,722</b>

**Strategic Initiatives Budget (SIB): list of approved projects from 2011/12**
**Item 3.viii. Annex 3**

Total SIB for 2011/12 £406,721 as at May 2011

**80%: Area Committee Call for Projects**

Budget as at May 2011:

£325,377

Priority	Project	Approval Date	Income	Allocation	Balance
Cleaner and Greener: Aligned £36,000	Walk and Talk	23.05.11		£36,000	£289,377
Employment and Enterprise Aligned £125,000	Working with families	23.05.11		£49,982	£239,395
	Employability Support	23.05.11		£74,696	£164,699
	Reserved - £608	not allocated		£608	£164,091
Tackling Crime: Aligned £74,599	Operation X-Northumbria Police	04.07.11		£40,000	£124,091
	Championing the East - Groundworks/TWF&R	04.07.11		£12,720	£111,371
	St Marks Road North - Kerb Extension	14.11.11		£5,000	£106,371
	Reserved - £16,879	not allocated		£16,879	£89,492
Youth and Teenagers: Aligned £75,000	Children Services Area Budget	23.05.11	£25,000	£0	£114,492
	The Box Youth Centre	04.07.11		£13,000	£101,492
	Hendon Youth Initiative	04.07.11		£28,000	£73,492
	St Marks Community Ass.	04.07.11		£13,500	£59,992
	Blue Watch Youth Centre	04.07.11		£13,000	£46,992
	North East Sports	04.07.11		£7,500	£39,492
Public Transport: Aligned £500	East VCS Area Network	19.09.11		£500	£38,992
Returned to budget	Victim Support	19.09.11	£650	£0	£39,642
	Sunderland City Council - VAS	19.09.11	£1,900	£0	£41,542
	EBC	19.09.11	£9,409	£0	£50,951

Remaining balance			£36,959	£311,385	£50,951
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**Remaining balance as at 30.01.12**
**£68,438**
*NB: unreserved budget £50,951 - tackling crime budget £16,879 - employment £608*
**20%: Expression of Interest**

Budget

£81,344

Priority	Project	Approval Date	Income	Allocation	Balance
2009-11 LAP	Sunderland Heritage Forum	28.03.11		£18,928	£62,416
	Gentoo - The Hollow	23.05.11		£5,000	£57,416
	Sunderland Festival	23.05.11		£5,000	£52,416
Youth and Teenagers	Sans Streets Youth Centre	23.05.11		£10,512	£41,904
	Richard Avenue Primary	04.07.11		£12,000	£29,904
	Houghton Feast	04.07.11		£3,000	£26,904
	Sunderland University: Big Band Jazz Festival	14.11.11		£1,500	£25,404
	Sunderland Council: MUGA Hall Farm	14.11.11		£10,852	£14,552
	Young Asian Voices (SIP)	14.11.11		£1,851	£12,701
Cleaner and Greener	Tunstall Allotment Association	14.11.11		£10,000	£2,701
Returned to budget	HYPP (Hendon - SIP)	23.05.11	£1,851	£0	£4,552
	St Mary Magdalene	19.09.11	£1,715	£0	£6,267
	Demolish Wall - Lindsay Close	19.09.11	£315	£0	£6,582
	Gentoo - The Hollow	30.01.12	£194	£0	£6,776
	Sans Streets Youth Centre	30.01.12	£393	£0	£7,169

Remaining balance			£4,468	£78,643	£7,169
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**Remaining balance as at 30.01.12**
**£7,169**
**OVERALL BALANCE**
**£75,607**



**Application No.1**

<b>Name of Project</b>	Programme 2012
<b>Lead Organisation</b>	Sunderland City Council

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£69,000	£59,000	£10,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
10 months	January 2012	October 2012

**The Project**

The Sunderland 2012 programme will provide a mixture of opportunities for residents to engage with the programme. Firstly the initiative will introduce and embed a level of friendly 'competitiveness' into the programme. Each area of the City will be 'affiliated' to a coloured Olympic ring and residents participating will gain credits for their area of the City. Secondly, the programme will have a number of City Pledges, where the City, as a community, will be encouraged to work towards these and reach a number of targets, including:

- Recruit 2012 new volunteers
- Have 50,000 people taking part
- Achieve a world record
- Have all schools engaged in the programme

Within the programme the range of initiatives and project developed and delivered will be specific to the locality needs and will be aimed at moving residents from a mind set of contemplating into action. Areas will be encouraged to develop a number of Area Champions, who will be representative of the population of the area to help promote the programme. These could be, for example, elected members, talented athletes, community representatives, volunteers, young people and coaches.

A special Task and Finish Group meeting was held with elected members to discuss ideas to include in the 2012 Programme, (flash mobs, streets parties, painting and photograph competitions, Love Where You Live and Britain in Bloom activities, End of Year Celebration) all of these suggestions will be developed and presented to the Sunderland 2012 Executive Group for consideration – if approved, they will be included in the calendar of events.

Working with the VCS Network, groups will be able to deliver a number of community based events and activities. Support will be provided for groups through the VCS Area Networks and Council Officers. A Community Toolkit will be distributed in February 2012 providing groups will guidance on hosting an event.

It is proposed that £5,000 is allocated towards a City wide programme, i.e. Sunderland Celebration Event at Herrington Country Park on the 16 June 2012, Torch Relay, and £5,000 is allocated to the VCS Area Network, to award to local groups to support them host local events, in and around the East area.

**Need for Project**

The 2012 Games present an opportunity for all sport and activity providers, arts and cultural providers, as well as community groups to capture the imagination of residents, particularly children and young people. The Games also provide an opportunity for children and young people to become involved in activities other than sport and physical activity, including libraries, heritage, dance, music, theatre, the visual arts, film and digital innovation and leave a lasting legacy for the arts in the UK. With regards to participation in Sport and physical activity the

current figures (Dec 2011 indicate 21.29% of adults 16+ engage in 30 minutes of physical activity 3 times per week. It is proposed that the Sunderland in 2012 programme and its legacy will make a positive contribution in increasing participation rates. The programme will develop to ensure children and young people have increased opportunities to take part in sport and physical activity within the East Area and make a positive contribution moving forward to participation levels in sport and physical activity.

Sport will never be provided with a better opportunity to engage children and young people in sport and physical activity – a once in a lifetime opportunity. Attaining a lasting legacy beyond the London 2012 Games will not be easy, but there is no reason why this cannot be achieved. In order to develop a meaningful programme of activities it will be possible to develop and deliver in partnership with key stakeholders, a range of programmes, initiatives and support services that will inspire children and young people.

### Outputs of the Project

Output Code	Target 2011/12				Target 2012/13				Total
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	
H2 – Number of people engaged in healthy lifestyle projects	0	0	0	1,00	2,000	1,000	0	0	4,000
p3 – Number of people volunteering	0	0	0	75	200	125	0	0	400

### Financial Information

Item and Description	Total Costs	SIB
East VCS Area Network – activities and events budget	£5,000	£5,000
City wide events programme	£64,000	£5,000
<b>Total</b>	<b>£6,504</b>	<b>£4,504</b>

### Milestones and Key Events

Description	Forecast Dates
Launch of Sunderland 2012 programme	January 2012
Calendar of activities published	January 2012
Celebration Event – 16 June 2012	June 2012
End of Programme Celebration	September 2012
Evaluation of project	October 2012

### Recommendation: **Approve**

- The project complements the youth and teenagers priority by providing a variety of positive activity for children, young people and families to participate in.
- The application was developed with feedback obtained by a special Task and Finish group, which feed in ideas and suggestions from East Area elected members.
- In November 2011, East Sunderland Area Committee resolved to approve SIB funding to support the delivery of the programme in the East Area, subject to full application, consultation and appraisal.

## Application 2

<b>Name of Project</b>	Hylton Road Improvements
<b>Lead Organisation</b>	Sunderland City Council

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£6,504	£2,000	£4,504
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
4 months	February 2012	May 2012

### **The Project**

The request for funding is for a proposed project to improve an area of land (council ownership), the area has been maintained, shrubs cut, litter picked up, but over the years through general wear and tear and the odd bout of vandalism it has resulted in the benches, flag stones and kerb edges being in an unsightly state.

It is felt that SIB can be used to bring added value to the core services currently delivered in the area, if successful the funding would be used to:

- i) removal of all shrubs to the grassed area to open up the area
- ii) raise the canopy of the existing trees
- iii) tarmac hard-standing area where previously benches were available
- iv) re-installing 4 benches
- v) repair and renewal of edging stone to the hard standing area.

Access is gained to the hard standing area via three original steps and the whole area is contained within a stone wall, built originally as part of the development of the church in 1868. Several edging stones and coping stones are missing from the wall and the proposed project would include the repair and replacement of key stones as part of overall visual improvement of the area and grassed gardens.

The outcome would be a cleaner and greener looking area of land along Hylton Road, reducing the visual obstruction of the front elevation of the church allowing a better view. This would create a broad grassed area without shrubs and bushes that would be both welcoming and visually appealing.

When the works are complete it is proposed to host a small celebration event in recognition of the works, with the support of the East VCS Area Network.

### **Need for Project**

The need to improve the visual appearance of land at the front of St Marks Church from Hylton Road, was identified as part of the Walk and Talk programme inspection of Hylton Road in July 2011 involving local residents, elected members and partners.

The Walk and Talk supports the East Committee in delivering its priority to provide cleaner and greener streets and provided funding to support the delivery of service to meet any issues in providing the required services.

### **Outputs of the Project**

<b>Output Code</b>	<b>2012-13 Q2</b>	<b>Total</b>
A3 -Number of community/voluntary groups supported	1	1
A4 - Number of events/programmes of work to improve appearance of streets	1	1

A6 - Number of community or educational events held	1	1
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### Financial Information

Item and Description	Total Costs	SIB
Remove shrubs, raise canopy of trees, top soil and grass seeds	£983	£983
Tarmac recess, repair steps and replace edging stone	£5,321	£3,321
Small celebration event	£200	£200
<b>Total</b>	<b>£6,504</b>	<b>£4,504</b>

### Milestones and Key Events

Description	Forecast Dates
Trees and shrubs works complete	February 2012
Ground work and benches installed	April 2012
Celebration event	May 2012

### Recommendation: Approve

- The project attracts an element of match funding and complement the Cleaner and Greener Streets priority by enhancing the environment within the neighbourhood resulting in an improved quality of life for all residents.
- The application was developed as the request of local residents and elected members, as part of their Walk and Talk session held in July 2011.

### Application No.3

<b>Name of Project</b>	Football Refereeing Pilot
<b>Lead Organisation</b>	Sunderland City Council

Total cost of Project	Total Match Funding	Total SIB requested
£2,640	Nil	£2,640
Project Duration	Start Date	End Date
9 months	February 2012	October 2012

### The Project

A discussion was held in September 2011, at the East Youth Task and Finish Group, which identified that there is demand for football referees for junior and adult league matches in the area and across the City in general. The Group felt that they was an opportunity to look at developing a package for East Sunderland residents, which would allow them to train and become a qualified referee, allowing them to progress straight into employment to fill the skills gap for referees in the area and City.

The Task Group are seeking a one off revenue payment to fund a pilot bursary refereeing project, managed by Sport and Leisure, City Services on behalf of Area Committee. The pilot would fund 20 East Sunderland residents to obtain level 1 Practical Referee Course qualification.

The project would be advertised through the East VCS Area Network and the Committee's SIB commissioned projects, for example, SES and SNCBC. People would be asked to express an interest by completing a simple form in attending the course.

Once enrolled onto level one, the student will be required to complete a First Aid and Safeguarding Children courses and a CRB check. This could be an opportunity to refer the

student to a local educational provider to complete numeracy and literacy courses, if they personal education attainment levels were below the national standards of Level 2.

The Council and Durham FA are able to track the number of local people who enrol, become qualified and gain successful employment.

### Need for Project

Durham Football Association confirmed that there is a high turnover of Refereeing jobs across the City and region and welcomed the pilot.

Feedback from local VCS groups have been received about the difficulties in finding a referee for local youth football teams.

### Outputs of the Project

Output Code	2012-13 Q2	2012-13 Q3	Total
P6- Number of people receiving job training	20	0	20
P1 - Number of people going into employment	0	15	15

### Financial Information

Item and Description	Total Costs	SIB Contribution
Referees Course @ £100 per person x 20 people	£2,000	£2,000
Travel costs@ 25 per bus pass (if needed) x 20 people	£500	£500
Venue Hire @ £20 per hour, 7 hours per day	£140	£140
<b>Total</b>	<b>£2,640</b>	<b>£2,640</b>

### Milestones and Key Events

	Forecast Dates
Bursary scheme promoted	Feb 2012
Referee taster session held	Mar 2012
Course delivered and completed	April 2012
Volunteers hours delivered by students	Oct 2012
Evaluation of project	Oct 2012

### Recommendation: Approve

- The project would complement both the youth and teenagers and developing opportunities for residents to access employment opportunities priorities, by providing access for local residents to obtain qualifications, progressing into employment.
- The application was developed by and will be supported by the East Youth Task and Finish.

### Subject to:

- Beneficiaries must live and deliver the volunteering hours in Sunderland East.

## Application No.4

<b>Name of Project</b>	Security Improvements: Community Garden
<b>Lead Organisation</b>	St Marks Community Association

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£4,000	Nil	£4,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 month	February 2012	February 2012

### **The Project**

St Marks Community Association offer positive activities for children and young people in and around the Millfield area. The group were successful in securing funding to develop a community and activity garden, which consists of a 7-hole crazy golf course, remote control car track, climbing wall, grassed area to play sports games, planting beds and patio seating area, which were completed in November 2011. However, since then the garden has been prone to mindless acts of vandalism which has cause damage to the community garden.

The group are seeking capital funds to improving lighting, supply and fit a green mesh fence along the garden area for safety and protection from vandalism and to improve a pathway leading along the garden entrance.

### **Need for Project**

The need to deliver a community activity garden was identified by young people who completed a consultation exercise in the area, which identified that 90% of households in Millfield do not have a garden.

This project provides children and young people with a clean and safe environment to play in and enjoy positive activities.

### **Outputs of the Project**

<b>Output Code</b>	<b>2011-12 Q4</b>	<b>Total</b>
S1 - Number of homes / businesses/community facilities with improved security	1	20

### **Financial Information**

<b>Item and Description</b>	<b>Total Costs</b>	<b>SIB Contribution</b>
Fencing budget	£3,300	£3,300
Lighting budget	£300	£300
Path improvements budget	£400	£400
<b>Total</b>	<b>£4,000</b>	<b>£4,000</b>

### **Milestones and Key Events**

	<b>Forecast Dates</b>
Quotes received	January 2012
Contractor appointed and works commenced	February 2012
Works completed and signed off	February 2012

**Recommendation:            Approve**

- The project complements the tackling crime priority, by improving security of a community venue within the East area.

30<sup>th</sup> JANUARY 2012

## REPORT OF THE CHIEF EXECUTIVE

### INFLUENCING PRACTICE, POLICY AND STRATEGY

#### SOS BUS

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

- 1.1. This report offers Members the opportunity to be consulted on plans and strategies relevant to the area. It also provides information and updates which will encourage Members to feed into proposals for service or policy change and facilitates the referral of outcomes of issues previously identified.

#### 2. Background Information

- 2.1 The Local Alcohol Profiles for England (LAPE) demonstrate that Sunderland performs worse or significantly worse in a large number of measures which relate to alcohol. This includes the following;
- § Sunderland has had a 39% increase in male admissions for alcohol related hospital admissions
  - § For alcohol specific under 18 year old hospital admissions Sunderland is in the top 5% worst nationally
  - § Within the top 4% worst nationally for binge drinking, and;
  - § Within the top 15% nationally for harmful drinking
- 2.2 These figures cause the Safer Sunderland Partnership (SSP) and individual partners within it significant concern, particularly Sunderland Teaching Primary Care Trust (TPCT), Northumbria Police and Sunderland City Council, as well as North East Ambulance Service (NEAS) and City Hospitals Sunderland (CHS) who often have to deal with individuals who have consumed too much alcohol.
- 2.3 Local research shows the majority of incidents for these key services are linked to the night time economy and cause significant pressure on services, particularly on a Friday and Saturday evening, for example;
- § The peak time for NEAS picking up individuals is between 7pm and 2 am.
  - § For those individuals who are picked up from a street location the vast majority of them are picked up from the St Michael's ward 208 (pick-ups) and 118 from Millfield's, followed by St Peter's with 103. This indicates that the majority of pick-ups are associated with the City Centre and have an alcohol link.
  - § From the 86,084 attendances at CHS Emergency Department (ED) in 2009, 6,361 attendances presented for alcohol related conditions.
  - § 3,289 presented over the weekend (Friday, Saturday and Sunday) making up 52.4% of all of the presentations.
- 2.4 In order to reduce the burden on services and to reduce the level of alcohol related hospital admissions, the TPCT are developing a range of interventions



which includes the introduction of an SOS Bus / Place of Safety. The Bus would be based in the City Centre on a Friday and Saturday evening and would be staffed by St John's Ambulance and / or NEAS, Northumbria Police, Sunderland Street Pastors and other services as necessary to provide first aid and pastoral care to individuals who are vulnerable and / or under the influence of alcohol. This would reduce the necessity for ambulance call outs, reduce the time police officers would have to remain with drunken individuals, provide a safe place for Sunderland Street Pastors to operate from and reduce the burden on the Accident and Emergency Department at Sunderland Royal Hospital.

### **3. Progress Update**

- 3.1 Tackling alcohol misuse and alcohol related crime and disorder has been identified as a priority for the SSP for 2012/13 and the SSP Board has recommended initiatives to reduce alcohol misuse are progressed.
- 3.2 Stagecoach has donated a bus to this scheme free of charge and Northumbria Police Authority, TPCT and the SSP have agreed the capital funding necessary to refurbish the bus. Revenue funding for the scheme has been sourced from the TPCT until the end of March 2013.
- 3.3 Work is ongoing with partners regarding the coordination of this scheme and there is a commitment from key stakeholders including Northumbria Police and Sunderland Street Pastors to have a dedicated resource available for the scheme.
- 3.4 Support has been sought from the City Centre Management Board on the implementation of the scheme.

### **4. Next steps**

- 4.1 The bus will be refurbished to include a pastoral care and a medical area and is hoped to be operational by the end of March 2012.
- 4.2 Coordination of the scheme is to be finalised and contracts agreed via Sunderland TPCT.
- 4.3 Balance, the North East Regional Alcohol Office, is to monitor and evaluate the effectiveness of the scheme.
- 4.4 Final consultation on the scheme is to be undertaken.
- 4.5 It is hoped this scheme will be operational by the end of March / beginning of April 2012 and in addition to the normal weekend cover will be able to respond to increased demand on city centre resources over the Easter period, Bank Holiday Weekends and times of high volume in the city centre such as the concerts in June and Sunderland Air Show.

### **5 Recommendation(s)**

- 5.1 Committee is requested to:

- i) Note the content of this report
- ii) Offer feedback on the proposal
- iii) Offer any suggestions on who the lead officers could and should consult with

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Email:

Background papers

Websites that may be of interest include;

<http://www.sosbus.co.uk/>

<http://www.westsuffolksosbus.org/>

<http://www.strathclyde.police.uk/index.asp?locID=1591&docID=9059>