

At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE on MONDAY, 25TH OCTOBER, 2010 at 5.30 p.m.

Present:-

Councillor Ball in the Chair

Councillors P. Dixon, Emerson, Errington, M. Forbes, E. Gibson, Kay, Maddison, McClennan and Vardy.

Also Present:-

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| Karen Alexander | - Acting Employment & Training Manager, Sunderland City Council |
| Kath Butchert | - Youth Development Group Manager, Sunderland City Council |
| Sgt Lee Butler | - NPT East Policing Team, Northumbria Police |
| Louise Butler | - Neighbourhood Relations Team Lead, Sunderland City Council |
| Chris Campbell | - School Improvement Officer, Children's Services, Sunderland City Council |
| Richard Cattle | - Senior Health and Safety Advisor, Sunderland City Council |
| Hazel Clark | - East Area Network Representative |
| Insp. John Connelly | - Northumbria Police |
| Insp. Neal Craig | - Northumbria Police |
| Victoria French | - Sport, Wellness and Partnership Manager, Sunderland City Council |
| Sgt Ken Robinson | - City Central Neighbourhood Team, Northumbria Police |
| Neil Harrison | - Watch Manager, Tyne and Wear Fire and Rescue Service |
| Paula Hunt | - VCS Network Representative |
| Carol Lewis | - Play Pathfinder Manager, Sunderland City Council |
| Dave Leonard | - Area Co-ordinator, Sunderland City Council |
| Vivienne Metcalfe | - Area Community Co-ordinator, Sunderland City Council |
| Ray Leonard | - Back on the Map |
| Julie McCann | - Principal Librarian-E Resources & Information Service, Sunderland City Council |
| Trina Murphy | - Business Development Manager, City Services, Sunderland City Council |
| Ron Odunaiya | - Executive Director of City Services |
| Jane O'Neill | - Reporter, Sunderland Echo |

Helen Peverley	Project and Service Development Manager, Sunderland City Council
Stephen Pickering	- Deputy Executive Director, City Services, Sunderland City Council
Julie Raine	- Director of Education, City of Sunderland College
John Ramsay	- Contracts Manager, Sunderland City Council
Janet Snaith	- Head of City Business and Investment Team, Sunderland City Council
Nicole Trueman	- Area Officer, Sunderland City Council
Jeremy Wicking	- Media Officer, Sunderland City Council

Chairman's Welcome

The Chairman welcomed everyone to the Committee and invited all those present to introduce themselves.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Fairs, T. Martin and Wood, together with Julie Raine, Sunderland College, Dave Curtis, Area Network representative and Janet Johnson, Deputy Chief Executive.

Declarations of Interest

Item 3 – Community Action in Sunderland East: Progress Review – Increase Employment and Enterprise.

Councillor McClennan and Kay declared a personal interest in the item as they were active in WNF Specialist Service Provider network.

Item 3 – Community Action in Sunderland East: Progress Review – Interim Report

Councillor McClennan declared a personal interest in the item as a local authority representative on the CHANCE Management Committee.

Councillor Kay declared a personal interest in the item as a Governor of St. Aiden's School and as a Council representative on Deptford and Millfield Management Committee.

Item 3 – Community Action in Sunderland East : Progress Review – Annex 1b – Community Chest

Councillors Gibson, Kay, McLennan, Maddison, Mordey and Vardy declared a personal and prejudicial interest in the applications relating to East Area Forum as Members of the Forum and withdrew from the meeting prior to consideration of the item.

Councillor Errington declared a personal and prejudicial interest in the application in relation to the Doxford Park C.A. application as a member of the committee and withdrew from the meeting prior to consideration of the item.

Councillor Mordey declared a personal interest in the application relating to Sunderland East Voluntary and Community Centre Network as Co Chair of East Area Voluntary Sector Network.

Item 3 – Community Action in Sunderland East: Progress Review – Annex 1c – Strategic Investment Plan.

Councillor Mordey declared a personal and prejudicial in the item relating to East Community Association as a Council Appointed representative on the East C.A. and withdrew from the meeting prior to consideration of the item.

Councillor Emerson declared a personal interest in the item relating to Ryhope Colliery Welfare Football Club as the Chairman/ officials at the club were known to him.

Councillor M. Forbes declared a personal interest in the item relating to Sunderland Phoenix Project as a member of the Tyne and Wear Fire and Rescue Service.

Item 4 – Influencing Practice, Policy, Strategy – Play and Urban Games

Councillor M. Forbes and Maddison declared a personal interest in the item as member of the Friends of Barley Mow and Backhouse Parks.

Minutes of the Last Meeting of the Committee held on 13th September, 2010

1. RESOLVED that the minutes of the previous meeting held on 13th September, 2010 be confirmed and signed as a correct record subject to an amendment to the attendance which should read 'Jen McKeivitt' not 'Jon McKeivitt' as recorded.

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

The Chief Executive submitted a report (copy circulated) which provided information on the progress made in relation to its Work Plan and the priorities identified by the Area Committee for 2010/11.

(For copy report – see original minutes).

Mrs. Trueman, Area Officer introduced the report and advised that a new issue had been identified in relation to Ryhope Beach Access/ Egress and invited Mr Steven Pickering, Deputy Executive Director, City Services to address the Committee.

Mr. Pickering, advised the Committee that due to erosion and a lack of maintenance over a number of years the condition of the access and egress to and from the beach via concrete steps had deteriorated and become unsafe.

In December 2009 the condition of the structure reached a point where it was considered to be in a dangerous condition and emergency demolition works were undertaken. This left a section of the NW outfall exposed and unsupported above the beach.

Access to and from the beach at this location had remained closed in the interests of safety pending the provision of revised access/egress arrangements.

Further technical details have been sought from Northumbrian Water in order to allow options for pedestrian access/egress to be considered. Agreement in principle to the Council and Northumbrian Water working together to provide a new pedestrian access/egress had been made. Details were being formulated, but most likely this would provide steps/and or ramp. It is proposed that this would be undertaken as part of the outfall works, with the Council making an appropriate contribution.

The report also detailed progress on Hendon Beach which Mr. Pickering outlined with regard to railings remedials, cleansing and signage.

Councillor Emerson offered his congratulations to the team responsible for the work at Ryhope Beach; there had been a long and difficult history associated with this piece of the coastline and a lot of good work had been achieved in the short term.

Councillor McClennan also congratulated officers on the installation of litter bins along the promenade in Hendon. However, Councillor McClennan expressed concerns regarding two meetings that had been attended by Councillors and residents in July regarding the refurbishment works. She advised that following these meetings, residents had not been kept informed of progress and had not received the notes of the meetings as promised.

Councillor McClennan queried how often the cleansing regime to remove algae from the ramps would take place, particularly in the bad weather. She enquired whether the steps would be reinstated half way along the promenade and whether the remaining groyne would be capped in the near future.

Mr Pickering agreed to arrange for the minutes of the July meetings to be circulated. He also agreed to ascertain how often the algae would be removed from the steps and timescale for the groyne.

Referring to Ryhope Dene, Ms Paula Hunt, East VCS Network commented that the foliage had been cut back there, however the footpaths needed attention.

Mrs. Trueman invited Members to raise any further new issues. Councillor P. Dixon raised concerns about the number of off licenses in certain parts of the East area and advised that the root cause of the problem needed to be tackled with closer cooperation between the Council, police and off licenses.

Mrs Trueman advised that the issue had been discussed at the Joint Police and Councillors meetings, and that Licensing Applications will now be shared with Members and Inspectors allowing for any objections to be feed to the relevant Committee before agreeing the application request. In addition, Communities and Safer City Scrutiny Committee are currently looking at this issue. Updates from the Scrutiny Committee will be feed into the Joint Police and Councillors meetings.

2. RESOLVED that

- i) Northumbrian Water and Officers to provide regular progress reports to local Ward Councillors,
- ii) The joint initiative regarding the new pedestrian access/egress is publicised at the appropriate time, and
- iii) Further consideration is given to the problem of large concentration of off license premises in the East area

Community Action in Sunderland East: Progress Review

The Chief Executive submitted a report (copy circulated) which provided an update on progress against agreed actions in the current year's (2010/11) work plan.

(For copy reports – see original minutes).

- **Identification of Gaps in Youth and Play Provision**

Mrs. Nicol Trueman, Area Officer introduced the report and drew the Committee's attention to two amendments in paragraph 3.1 of the report. The number of hours currently being delivered across the East Area should read £15,550 with the Council investing £388,254. Mrs Trueman then invited Ms. Kath Butchert, Youth Development Group Manager to present the report.

Ms. Butchert provided details of current contracted and non contracted youth provision that would cease after March 2011 along with the provision that would continue.

Councillor Emerson advised that the potential cuts in provision were extremely worrying given the time and money spend on developing services. Councillor E. Gibson endorsed Councillor Emerson's comments and stated that she was extremely worried about the future of youth and play provision for the area.

Councillor Kay stated that Hendon would be one of the worst hit wards, therefore it was important resources were prioritised appropriately. Councillor Emerson was thanked for his efforts in chairing the task and finish group.

Councillor McClennan noted that across the east area the mobile bus only appeared to be providing 21.5 hours per week. She stated that it was important to look at the provision where young people had been most engaged and maximise the resources that were available.

Ms. Butchert advised that there would be greater opportunities for the voluntary sector and to work together more closely and develop new opportunities.

Councillor McClennan suggested that the Task and Finish Group should identify how many public sector and third sector groups were established in the East Area.

3. RESOLVED that:-

- i) Members endorse the membership of the East Youth Task and Finish group as follows –

East Area Committee: Cllr Ball, Cllr Mordey, Cllr Gibson, Cllr Emerson, Cllr Fairs and Cllr Dixon

Northumbria Police: Sgt Lee Butler

East Area VCS Network: Richy Duggan, Lisa Wilson and Susan Mileson,

Sunderland City Council: Kath Butchert, Sarah Woodhouse, Andrea Baldwin, Louise Bulter, Billy Hall and Nicol Trueman

Chair: Cllr A Emerson, East Area Committee

Lead Agent: Kath Butchert, Youth Development Group Manager

And the inclusion of Lisa Wilson Box Youth Project

- ii) Agree for the Task and Finish group to consult, engage and involve Directorates via Executive Management Team meetings and Partners via the Local Strategic Partnership, on behalf of the Area Committee, to address the key considerations outlined in the report.
- iii) A feedback report is presented to a future meeting.

- **Increase Employment and Exercise**

The Chairman invited Karen Alexander, Acting Employment & Training Manager, Sunderland City Council to present the report.

Councillor Kay advised that the ideas could not be faulted however he did raise concerns about how the unit costs would be identified. Councillor Mordey advised that additional details would emerge through further discussion.

4. RESOLVED that Agree to a further report to be presented outlining the project details and costing for both the Family Themed Initiative and the Employment Support Project, with a view of selecting a preferred project to commission activity at the January 2011 Area Committee.

- **Reduce Antisocial Behaviour and Increase Confidence Levels**

Sgt. Butler, Inspector Craig and Sgt Robinson were in attendance and Members were briefed on crime rates and initiatives relating to the East Sunderland Area. Overall there had been a drop in crime.

Inspector Craig advised that the taxi marshalling and dedicated officer at Mowbray Park projects were working extremely well. In response to a question from Councillor Kay, the Committee were advised that the people that went out drinking on a Monday night comprised of a significantly younger demographic than on a weekend and violence was proportionally higher.

Councillor Emerson stated that Ryhope was currently experiencing problems with metal being stolen from private back yards and was advised that the Police had been carrying out sting operations and a great deal of work was being carried out to address the problem. In response to a question from Councillor Vardy, Sergeant Robinson confirmed that the removal of scrap metal from a property and its cartilage did constitute theft.

Councillor M. Forbes expressed concern regarding burglary, particularly as it appeared that criminals were being accommodated in Sunderland from elsewhere due to the number of probation hostels that had closed in other areas. There was clearly an issue regarding the Council refusing to accept people from outside of the area.

In response to a question from Councillor Emerson, Sgt Robinson confirmed that designated controlled areas would be available for people to build bonfires on the run up to 5th November.

The Police Officers having been thanked for their report it was:

4. RESOLVED that the contents of the report be received and noted.

- **Responsive Local Services**

The Chairman welcomed Helen Peverley, Project and Service Development who outlined the report and drew Members' attention to the service request tables.

Councillor Emerson was pleased to note that a dedicated enforcement officer was in position.

Councillor McClennan congratulated staff on the excellent level of response to service requests. She advised that people also needed to have pride in their area if there was to be a positive impact on problem service areas.

Referring to paragraph 2.7 of the report, Councillor Forbes enquired whether service request standards were also operated by the street lighting contractors Aurora. Ms. Peverley advised that Aurora used the same logging system as the Council and therefore should be working to the same targets.

In response to a further question from Councillor Forbes, regarding winter maintenance and specific criteria for the provision of salt bins, Mr. Pickering advised that the Council were fully stocked and should it be necessary provision for restocking was in place. Bins were primarily located on a significant incline providing

access to a major road, or adjacent to any other incline likely to be dangerous in icy conditions.

Councillor Mordey queried how the experience of the severe winter last year had affected the planning for this year. Mr. Pickering advised that there had been no additional budgeting for salt as there were limited physical constraints regarding storage etc. However there was the ability to flex resources if necessary. Mr Odunaiya, Executive Director of City Services advised that last year chipping had been mixed with salt to prolong supplies.

Councillor Vardy enquired whether the winter maintenance updates on the web would be live or static as it was important for people to know whether bus routes were open or not.

Ms. Peverley advised that a live feed was being developed and would be used in conjunction with the staff reporting line and contact centre.

Referring to the problem of dog fouling, Councillor Dixon enquired what action was being taken to publicise that enforcement action would be taken against people caught offending. As it was difficult to catch offenders in the first instance he queried whether those people caught were named and shamed.

Ms. Peverley advised that there was a great deal of information sharing around enforcement issues and the Communications Team understood the kind of messages that need to be conveyed. She advised this would include encouraging local people to report incidents they witness.

5. RESOLVED that the contents of the report be received and noted and the Committee receive further updates of any issues arising from the intelligence group.

- **Old Grangetown Primary School Site**

Mrs Trueman presented the report and advised that at its last meeting Committee agreed to investigate the feasibility of opening up the site of the old Grangetown Primary School to members of the public to access as a local greenspace. A meeting was held on the 18 October 2010 with representation from the Area Committee, East Voluntary and Community Sector (VCS) Area Network and Officers from Sunderland City Council. Mrs. Trueman advised that the principle of opening the field was not the major issue. Concerns related to the fact that the boundary wall parallel to the railway line posed Health and Safety issues. An audit would be undertaken and Network Rail would be contacted if work needed to be carried out.

Mrs. Trueman advised that should the field be opened up to members of the public, a mini Olympics was being considered as a future event to hold on the site.

Mrs. Trueman referred the Committee to Annex 1A to the report – Progress Review and updated the Committee on each priority in turn.

Mrs. Trueman highlighted the Financial Statement detailing all Community Chest, SIP and SIB approvals up to September 2010, as set out in Annex 1b and Annex 1c to the report to the Committee.

Mrs. Trueman referred Members to Annex 1c detailing two SIP proposals from the 2010-11 budget: £21,178 to improve officials changing rooms at Ryhope Colliery Welfare Football Club and £1,128 to renew two front doors to improve security at East Community Association. Members were also asked to consider two SIB proposals from the 2010-11 budget at a reduced cost to pump prime the following projects: £10,442 for Victim Support to employ a worker to support victims of crime, and £13,200 to Family Impact Services to employ a worker to support children and young people who are victims of bullying.

Members expressed their support for the applications.

Consideration was given to the 27 proposals for support from the 2010/2011 Community Chest.

Councillor Vardy voiced his concerns in respect of the application received in respect of Doxford CA. Councillor E. Gibson voiced her support for the application.

There being no further objections the Committee agreed the project.

Full consideration having been given to the report, it was:-

6. RESOLVED that:-

- (i) the financial statement as set out in section 2.1 of the report be noted;
- (ii) approval be given to the 27 proposals for funding from the Community Chest totalling £10,682 from the 2010/2011 budget, as set out in annex 1b of the report;
- (iii) approval be given to the allocation of SIP funding from the 2010/2011 budget as a contribution towards addressing room upgrade at Ryhope Colliery Welfare Football Club of £21,178 from the Ryhope Ward;
- (iv) approval be given to the allocation of SIP funding from the 2010/2011 budget as a contribution towards improving security at East Community Association of £1,128 from the Hendon Ward;
- (v) approval be given to the allocation of SIB funding from the 2010/2011 budget as a contribution towards Ear for You, Impact Family Services project of £13,200 ;
- (vi) approval be given to the allocation of SIB funding from the 2010/2011 budget as a contribution towards Victim Support Outreach Worker of £10,500;

Influencing Practice, Policy and Strategy

- Play and Urban games

The Executive Director of City Services submitted a report (copy circulated) to provide the Committee with further information they had previously requested with regard to the Play and Urban Games Strategy (PUGS) 2007-2012 review.

(For copy report – see original minutes).

Ms. Carol Lewis, Play Pathfinder Manager was in attendance and briefly provided further information in relation to the following issues:

- (i) 'To identify the preferred location for play development in the Burdon Lane area'.
- (ii) 'Refurbish and add value to play facilities in Backhouse Park'.

With reference to the proposed housing development at Cherry Knowle, Councillor Errington advised that there were some issues with developing amenity open space in this area due to its proximity to the hospital.

Councillor Forbes advised that Backhouse Park was in a unique natural setting and she made a plea that it would not be ruined. She was advised that the friends of the park would be involved in any plans that went ahead.

The Committee were requested to agree two areas of land identified (J35) at Burdon Lane near to the Ryhope Engine Museum and (J19) at Blyton Avenue/Wraith Terrace to assess feasibility and suitability. Members were also asked to consider examples of the type of work that could be achieved via particular funding arrangements and agreed that a budget of £31,315 via section 106 was preferable.

Accordingly it was:-

7. RESOLVED that
- i) The contents of the report be received and noted,
 - ii) the areas of land at at Burdon Lane near to the Ryhope Engine Museum and (J19) at Blyton Avenue/Wraith are agreed for further work to take place to assess feasibility
 - iii) Option 2 - that a budget of £31,315 via section 106 was the preferred budget.

- Draft Community Assets Policy

Ms. Vivienne Metcalfe, Area Community Co-ordinator referred the Committee to the the report and invited Members to engage in the consultation. She advised that the full document could be accessed at www.sunderland.gov.uk/communitydevelopment with a deadline for views to be submitted by 26th November, 2010.

8. RESOLVED that the consultation process on the draft Community Assets Policy be noted.

The Committee noted that the next meeting of the Area Committee was to be held on Monday, 10th January, 2010 at 4.30 p.m. in Committee Room number 2 at the Civic Centre, Sunderland.

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

(Signed) E. BALL,
Chairman.

SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

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

1. 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. An "intelligence hub" has been established that will act as a repository for information available. Officers will have access to relevant up-to-date information required to make effective decision making at an area level, and provide Area Committees with the detailed analysis required to identify key priorities and future waves of Responsive Local Services activity.
- 1.2 Information has been sourced from other Committee meetings, Community Leadership Programme, Responsive Local Services, which includes the Customer Service Network, the Area Co-ordination Team, Members Query Management System, Questions to Area Committee, Safer Communities Team and the Consultation Team, including resident surveys. Additional links have also been made with the Local Multi Agency Problem Solving groups (LMAPs), in particular the Data Analyst Team from Northumbria Police.

2. New Issue: Review of Byelaws

- 2.1 Law and Governance are leading on a review of City Byelaws. A team of expert Officers from across the authority have formed a task and finish group which is undertaking a review of sites covered by old and dated byelaws. In addition, sites that are not currently covered by byelaws will also be considered in the review. Areas included are cemeteries, resorts and foreshores, countryside, parks and rights of way, enforcement and disorder. The same group is reviewing the rules on dogs and considering the introduction of appropriate Dog Control Orders.
- 2.2 Common issues raised are owners not cleaning up after their dogs have fouled, dogs not being kept under control, trade waste and licensing, balloon or lantern releases, exercising birds of prey, abandoned/burnt out vehicles, shooting, hunting and fishing, off road cycles and quad bikes, beach surfing, beach karting and jet skiing, birds breeding season and bait digging on beaches.
- 2.3 As Committee can see there are a variety of issues to consider. The review is to establish a standard, for example, parks across the City have different signs for dog owners, ranging from 'keep dogs under control' to 'dogs must be kept on leads' the aim is to agree one sign for all parks, therefore bringing clarity and reducing confusion for both residents and Council employees. The review will be presented to Cabinet for approval.
- 2.4 Committee are requested to note the review and agree to receive an update on the outcomes affecting the East Area cemeteries, beaches, countryside and parks via the ward bulletin service.

3. New Issues: Metro Platform Project

- 3.1 Tyne and Wear Metro (TWM) are introducing a new community initiative, 'metro community project'. TWM are looking for local universities, schools, businesses or community groups which would be interested in, for example, adopting a Station to

create a Metro Garden or Metro Arts project to use the station as a gateway to promote themselves to thousands of metro passengers on a daily basis.

- 3.2 Typically the project should be low-maintenance but at the same time creating a refreshing impact to welcome passengers. For instance, SAFC are adopting the Stadium of Light Metro platform.
- 3.3 Sunderland East plays host to four platforms: City Centre, Park Lane, University and Millfield. TWM have 60 stations spread across the five authorities, each one being unique. Not all however are staffed by Station Managers. If a station was adopted TWM have funding to support groups to either clean up the station, plant shrubs, improve the landscape or introduce artwork. The group adopting a station would report any graffiti or litter to their customer hotline and undertake gardening maintenance, however the group would also be able to feed suggestions directly into TWM to improve service delivery.
- 3.4 The Committee are asked to agree to promote the project through the East VCS Area Network, in addition to approaching Sunderland University, Southmoor, Thornhill, St Aidans RC and St Anthony's RC Secondary Schools with a view of all four stations being adopted by a local residents association, voluntary and community organisation or educational establishment.

4. New Issue: Sunderland 'The Place'

- 4.1 This year the Environment and Attractive City Scrutiny Committee is carrying out a policy review into Sunderland 'the Place', with the overall aim of understanding the concept of Sunderland as a place and the associated issues around its identity and image, as well as the perceptions people have of Sunderland. Attached at **Annex 1**, for information, is the Terms of Reference for the policy review.
- 2.2 At its meeting of 18 October 2010 the Environment and Attractive City Scrutiny Committee agreed the approach to be taken in regard to gathering the evidence for the Policy Review and is particularly keen to receive a contribution from each of the Area Committees to understand more about the individual areas that make up the city and the perceptions and experiences of residents living in each area. This evidence will be one part of a much wider policy review.
- 2.3 It is proposed that any members wishing to take part in this phase of evidence gathering are offered the opportunity to take part in an informal discussion in order to feed in key messages to the Area Chair who will attend a facilitated discussion group with the other Area Chairs and members of the Environment and Attractive City Scrutiny Committee. The discussion will be facilitated by the lead officers for the policy review.
- 2.4 The proposal for the discussion will be focused around:
What is Sunderland's 'story'?
 - What makes residents passionate about their area?
 - What are the unique elements of each area and how does each area contribute to the city?
 - What role do Area Committee's play in developing the city's sense of place?
 - What can be done to recognise the unique contributions of each area to the overall city?
- 2.5 A strong sense of 'place' for Sunderland is crucial for our economic viability and the ongoing improvement of the city. This opportunity to feed in to the process is one element of a wider policy review into Sunderland as a place.

Recommendations

Committee are requested to:

- Note the City Byelaws review and agree to receive an update on the outcomes affecting the East Area cemeteries, beaches, countryside and parks via the ward bulletin service.
- Promote the project through the East VCS Area Network, in addition to approaching Sunderland University, Southmoor, Thornhill, St Aidan's RC and St Anthony's RC Secondary Schools with a view of all four stations being adopted by a local residents association, voluntary and community organisation or educational establishment.
- Note the information and agree to hold an informal discussion for those Sunderland East members who wish to participate, before 17 January 2011.

Annex 1: Terms of Reference for Sunderland 'The Place'

Contact Officer: Nicol Trueman, Sunderland East Area Officer
Tel: 0191 561 1162 e-mail: Nicol.trueman@sunderland.gov.uk

Item 2: Annex 1: Terms of Reference for Sunderland ‘The Place’

Environment and Attractive City Scrutiny Committee

SUNDERLAND ‘THE PLACE’ POLICY REVIEW 2010/11

Overall Aim of the Scrutiny Policy Review

To understand the concept of Sunderland ‘the Place’ and the associated issues around its identity and image, as well as the perceptions people have of Sunderland.

Proposed Terms of Reference for the Scrutiny Policy Review

The draft Terms of Reference for the policy review are proposed:-

- (a) To explore what it means to have a strong sense of place, how important this is for Sunderland, and what benefits this may bring;
- (b) To gain an understanding of the current activity being undertaken within the City Council and across partner organisations with regard to developing a sense of place;
- (c) To examine the role and responsibilities of the City Council and partners in developing and implementing a strong sense of place for the city;
- (d) To understand Sunderland’s ‘story’, where the city is positioned now and the image and identity the City Council and partners are aspiring to and working towards;
- (e) To investigate how people who live, work and study in the city view Sunderland, the place;
- (f) To investigate the approaches taken by other local authorities where there is evidence of success and progress; and
- (g) To gain an understanding of Sunderland’s position both regionally and nationally, and ensure that the city is being represented appropriately by external bodies including the media

Contact Officer:

Helen Lancaster, Assistant Scrutiny Officer

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SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF CHIEF EXECUTIVE COMMUNITY ACTION IN SUNDERLAND EAST – PROGRESS REVIEW

Identification of Gaps in Youth Provision

1. Why has it come to Committee?

1.1 The report provides an update on progress against agreed actions in the current year's (2010/11) work plan, **Annex 2a**.

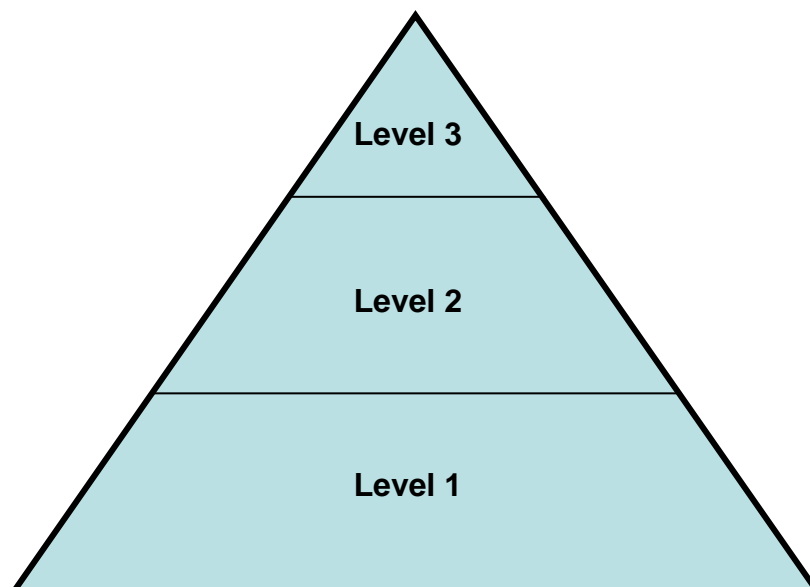
2. Progress report of the Sunderland East Youth Task and Finish Group:

2.1 In October 2010, the Committee agreed for the Task and Finish group to consult and engage with Directorates and Partners to address issues and gaps which were identified and in particular, consider the reduction in current contracted and non contracted youth provision, for youths over 11 years old, after March 2011.

2.2 In November 2010, the Task and Finish group met and identified the main gaps in the youth provision as:

- Junior work (8-12 year olds),
- Not in Education, Employment or Training (NEET),
- Activities during school holidays,
- Social Inclusion: young people with disabilities.

2.3 It was acknowledged that within the current economic climate, efficiencies will be considered and it was recognised that securing funding provision against these gaps would be difficult. It was agreed that the group would produce a youth tier model that will provide an overview of what mainstream provision will exist after March 2011, what will support provision offered against the gaps and will identify the number of young people residing in the area who fall into each tier, together with what percentage of young people are engaged in services. It is suggested that there are three tiers within the model, shown below, each representing a different level of service.



Youth Tier Model

Level 1: Universal Services, the needs of the children and young people are low.

Level 2: Targeted Services, more prominent support required.

Level 3: Vulnerable/high risk services, high level specialist support required.

- 2.4 The Task and Finish group are currently speaking to Council and LSP Officers from the across the East to identify the mainstream services that will continue or develop post March 2011, the number of children and young people who live in the East and the amount of children and young people who currently access services, aligning them to each tier.
- 2.5 Other factors for consideration are there are a number of strategic and service developments that need to be taken into consideration when developing the Youth Tier Model, such as;
- Anti Social Behaviour Review
 - Revenue Support Grant system and the Pupil premium
 - Dedicated Schools Grant (spend-plus system)
 - Funding Changes for 16-19 year olds in General Further Education
 - Changes to Area Based Grant (ABG) and Specific Grant Funding
 - Sunderland Way of Working: Transformation Plans
 - Big Lottery: Transitional Fund
- 2.6 In January 2011, the Executive Director of Children Services and the Task and Finish Group will consider the youth tier model and findings to submit a report to a future Area Committee.

Recommendation

Members are requested to:

- Note the update and agree to receive a future report outlining the findings of the youth tier model and consider proposed recommendations of the way forward.

Lead Agent: Kath Butchert, Children Services, Tel: 0191 561 7413
Email: kath.butchert@sunderland.gov.uk

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

SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE COMMUNITY ACTION IN SUNDERLAND EAST – PROGRESS REVIEW

Increase Employment and Enterprise Opportunity

1. Why has it come to Committee?

1.1 The report provides an update on progress against agreed actions in the current year's (2010/11) work plan, **Annex 2a**.

2. Commissioning Activity

2.1 Each Area Committee has a Strategic Initiatives Budget (SIB). The funding is aimed to add value to and accelerate improvement in delivering activity across the key strategic priorities identified in the work plan of each Area Committee. To achieve this, the governance of SIB was refreshed to allow Committees to commission activity that would address their strategic priorities by:-

- Committee identifying and agreeing a project brief (**Annex 1a and 1b**).
- Local statutory and Voluntary and Community Sector (VCS) groups being invited to submit a funding application within a given timeframe, explaining how they will deliver the project outlined in the project brief.
- All applications received are appraised, **Annex 1c**. The results of which are shared with Area Committee, with a recommendation to approve the strongest application.
- Funding is awarded and the successful Lead Agent is commissioned to deliver the project, with Area Co-ordination monitoring the delivery of the project against the agreed outputs.
- Committee receive performance management reports to monitor project throughout its delivered.

2.2 The project brief should not define the description of how the project should be delivered, who should be involved or the budget breakdown. It is the responsibility of the applicant to explain and justify how they will deliver the outcomes.

2.3 The purpose of the consultation and scoring exercise is to consider value for money, the quality of the governance and structure of the organisation applying is adequate, current strategies and external influences are acknowledged, the level of risk management is acceptable and the business case and suitability to deliver the expectation of Committee are justified, before recommendations are made to Area Committee to commit resources.

2.4 The East Area Committee will be at the forefront of driving forward innovation by being the first Committee to allocate SIB in the City by using this methodology.

3 Progress report of the Employment and Enterprise Task and Finish Group

3.1 At October 2010 Area Committee, two options for employment initiatives were presented; the Family Theme Initiative and Employment Support Initiative to those not in receipt of benefits. The Committee concluded that both these projects will address a need which is evident within the East area, and they be rooted in best-practice and innovation. Committee therefore agreed to a further report to be presented outlining the project brief for both projects.

3.2 At the third meeting of the Task and Finish in November 2010, the outcome of the October 2010 Area Committee was discussed and information on the status of works experience, the impact of mental health on employment and the review of Enterprise were discussed. The group deliberated the research and debates that had been carried out since August 2010 and are recommending that Committee select an option to commission the following activity:-

- Option 1) Family Themed Initiative: Estimated budget £50,000 (Annex 1a).**
- Option 2) Employment Support to those not in receipt of benefits: Estimated budget £75,000 (Annex 1b).**
- Option 3) Deliver both option 1 and 2, totalling £125,000.**

Recommendations

Members are requested to:

- Selected one option outlined under 3.2.

Annex 1a: Option 1: Family Themed Initiative

Annex 1b: Option 2: Employability Support for people 'not in receipt of benefits'

Annex 1c: SIB Scoring Matrix

Background papers:

- Sunderland East Local Area Plan
- Review on Assisting People into Work and Review on Enterprise
- Working Neighbourhood Strategy Project Evaluations
- Position statement for Learning Partnership: Apprenticeships
- Draft Employment Strategy
- Economic Masterplan
- Child and Family Poverty Strategy

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Annex 1a: Option 1: Family Themed Initiative

DRAFT: CALL FOR PROJECTS

Invitation to submit full applications that will develop and implement the 'Family Themed Initiative'.

1. Introduction and Background

- An opportunity for local organisations/groups with a track record of successful delivery within the project description, to submit a full application to deliver a project on behalf of Sunderland East Area Committee.
- Sunderland East Area Committee has identified Employment and Enterprise as one of its priority areas for action in 2010/11. The Task and Finish Group was formed to understand in more depth employment and enterprise challenges and to identify interventions to support people into employment and enterprise and make recommendations to the Area Committee. The Task and Finish Group requested information on current schemes impacting on the Area and information on numbers gaining employment and self employment through Working Neighbourhoods Funding.
- Research was also undertaken looking at best practice in local area based approaches around raising employment and self employment levels. This research identified best practice around the provision of employment advice and support to family units being delivered within the Coalfields Area of Sunderland and also in East Durham. This was reported from the Task and Finish Group back into the Sunderland East Area Committee in October 2010.

2. Project Description

- The project outcome will be to increase levels of employment and self-employment within the East Area of Sunderland, by removing barriers to employment (particularly housing related). It will target families and provide employment and self employment advice, it will run concurrently and add value to the current employment and self employment initiatives being delivered through Job Linkage and the Sunderland Enterprise Consortia (Talent Scouts and Business Advisors projects). It will strengthen closer partnership working between Sunderland's Housing Options Team and build on the good practice identified and being delivered in the Coalfields and in East Durham. The project submission should include details about the types and levels of support that will be provided in order to achieve the outputs below.
- The project is to be delivered over a 12 month period from the time it is approved.
- The outcomes of the project will help family members, of a working age, into employment and or self employment.
- All beneficiaries of the project will reside in Sunderland East.

3. Key Strategies to Consider

- Sunderland East Local Area Plan
- Family Employment Initiative – Coalfields Regeneration Trust
- Economic Master Plan for Sunderland
- Draft Employment Strategy for Sunderland (available January 2011)
- Child and Family Poverty Strategy

4. Proposed Budget

£50,000

Annex 1b: Option 2: Employability Support for people 'not in receipt of benefits'

DRAFT: CALL FOR PROJECT

Invitation to submit full applications that will develop and implement the 'Employability Support for people 'not in receipt of benefits'.

1. Introduction and background

- An opportunity for local organisations/groups with a track record of successful delivery within the project description to submit a full application to deliver a project on behalf of Sunderland East Area Committee.
- Sunderland East Area Committee has identified Employment and Enterprise as one of its priority areas for action in 2010/11. The Task and Finish Group was formed to understand in more depth employment and enterprise challenges and to identify interventions to support people into employment and enterprise and to report back to the Area Committee. The Task and Finish Group provided information on current schemes impacting on the Area and information on numbers gaining employment and self employment through Working Neighbourhoods Funding to the Area Committee..
- Additional research was undertaken as part of the Employment Strategy being developed to support Aim 4 of the Economic Master Plan for Sunderland to identify potential gaps due to the withdrawal of Working Neighbourhoods Fund and the introduction of the Work Programme, the Governments new approach to tackling worklessness. This research identified there will be a gap in employability support for people who are not in receipt of benefits and currently being supported through Job Linkage. Current estimates put this figure at 15-20%, accounting for over 300 people in the East area. This was reported from the Task and Finish Group back into the Sunderland East Area Committee in October 2010.

2. Project Description

- The project outcome will be to strengthen the economic position of the City by helping more people to move into employment or self-employment through supporting individuals not eligible for support under mainstream provision via the new Work Programme. It will run concurrently and add value to the employment and self employment initiatives being delivered through Job Linkage and the Sunderland Enterprise Consortia (Talent Scouts and Business Advisors projects). The project submission should include details about the types and levels of support that will be provided in order to achieve the outputs below.
- The project is to be delivered over a 12 month period from the time it is approved.
- The outcomes of the project will provide targeted employment support to people not in receipt of benefits, into employment and or self employment.
- All beneficiaries of the project will reside in Sunderland East.

3. Key Strategies to Consider

- Sunderland East Local Area Plan
- Economic Master Plan for Sunderland
- Draft Employment Strategy for Sunderland (available January 2011)

4. Proposed Budget

£75,000

Item 3: 1c: SIB Scoring Matrix

Please note that the project will be scored on the level of detail provided in the application form. Insufficient detail or a lack of clarity will result in a lower mark being allocated. A total of 80 marks is available, as detailed below. The results of this scoring will be used by the Project Assessment Group to inform decision making. There is not a minimum required score in order to gain funding. However, where there are competing bids the scores will be used to compare projects and select the preferred option.

- | | |
|--|-----------------------|
| 0 = Completely fails to meet the standard | Not answered |
| 1 = Significantly fails to meet the standard | Significantly unclear |
| 2 = Fails the standard in most aspects, but meets some | Unclear |
| 3 = Meets the standard in most aspects but fails some | Moderately clear |
| 4 = Meets the standard well but not exactly | Clear |
| 5 = Meets the standard exactly as specified | Very clear |

Application Section		Scoring Methodology (Range)	
Section 1	The Organisation 10 marks	1	0 - 5
		2	0 - 5
Section 2	The Project 35 marks	3	0 - 5
		4	0 - 5
		5	0 - 5
		6	0 - 5
		7	0 - 5
		8	0 - 5
		9	0 - 5
Section 3	Financial Information 15 marks	10	0 - 5
		11	0 - 5
		12	0 - 5
Section 4	Management Arrangements 10 marks	13	0 - 5
		14	0 - 5
Section 5	Equality and Diversity 10 marks	15	0 - 5
		16	0 - 5
		Total Score Available = 80	

Section One: The Organisation		Score
1. Is the organisation based in/local to the LAP area?		
Comments		
Recommend		
2. Does the organisation have the relevant essential requirements to become a Lead Agent? (i.e. Bank Account, Constitution, relevant insurance and policies).		
Is there reference to:		
Compact <input type="checkbox"/> Insurance <input type="checkbox"/> CRB/ISA <input type="checkbox"/> H&S Policy <input type="checkbox"/>		
Comments		
Recommend		
Section Two: The Project		Score
3. To what extent does the project meet the strategic aims and objectives of the LAP?		
Comments		
Recommend		
4. Is the description in the application clear about what the project will do and what it will achieve?		
Comments		
Recommend		
5. How does this project fill a gap, (Applicant needs to demonstrate an understanding of other provision which currently exists) Has the organisation carried out any consultation/research to establish the need for this type of project?		
Comments		
Recommend		
6. Does the project identify how it will ensure there is no duplication of existing provision? Does the lead agent demonstrate clearly how other relevant agencies have been involved in the development of the project and/or will be involved in the delivery of the project?		
Comments		
Recommend		
7. Is the project clear about the outputs it will deliver? Will the outputs contribute to the strategic aims and objectives of the LAP?		
Comments		
Recommend		
8. Does the application outline who will benefit from the project and how its success will be measured?		
Comments		
Recommend		
9. Does the organisation have all relevant permissions and approvals in place in order to deliver the project? Are there any significant risks – if so, has the project identified how it will minimise the risks?		
Comments		
Recommend		

Section Three: Financial Information		Score
10. Are the projected costs appropriate and realistic? Are all of the calculations and figures used accurate and consistent throughout the application?		
Comments		
Recommend		
11. What level of match funding does the project bring and are there any restrictions on this funding? If none, has the project explored relevant alternative funding sources?		
Comments		
Recommend		
12. To what extent is the project sustainable, after the SIB period of funding has ended?		
Comments		
Recommend		
Section Four: Management Arrangements		Score
13. Does the organisation have a successful track record in delivery of similar projects		
Comments		
Recommend		
14. Have the management and monitoring systems for the project been clearly explained? Are they adequate and relevant to the project? Are the milestones realistic?		
Comments		
Recommend		
Section five: Equality and Diversity		Score
15. Has the project identified who the target audience is and how they will ensure that the project will use the most appropriate ways to engage this group/s. Has it identified ways to ensure that the project will be available/accessible by all local people within the target group/s.		
Comments		
Recommend		
16. Is the project able to clearly demonstrate its commitment to Equal Opportunities?		
Comment		
Recommend		

Project Appraised by	
Appraiser Signature	
Date	

SUNDERLAND EAST AREA COMMITTEE:

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE COMMUNITY ACTION IN SUNDERLAND EAST – PROGRESS REVIEW Reduce Antisocial Behaviour and Increase Confidence Levels

1. Why has it come to Committee?

- 1.1 The report provides an update on progress against agreed actions in the current year's (2010/11) work plan, **Annex 2a**.
- 1.2 The Enhanced Joint Meeting between East area elected members and Northumbria Police Neighbourhood Inspectors, held on the 13 December 2010 discussed Vehicle Activated Signs (VAS), crime statistics down to an alpha level (police boundaries) and elected members representation at Local Multi Agency Problem Solving groups (LMAPs).

2. VAS

- 2.1 In September 2010, Committee awarded Sunderland City Council SIB funding to establish a VAS programme in the East. The Lead Agent, Interim Assistant Head of Traffic Road Safety, attended and presented a report to update members on the programme. A table was presented which outlined 17 proposed locations identified by local elected members, the results of a speed survey carried out in each location and the number of recorded injury accidents over the last three years. It was noted, that as five VAS will be rotated around each of the five wards, four times throughout the year, there is the potential to identify a total of 20 locations.
- 2.2 Members agreed the 17 locations. The next stage of the programme is to prioritise the sites in order of 1st to 4th. Members will receive a list of agreed locations within their ward seeking their views and guidance on which order the VAS will be rolled out. Once agreed, sockets will be installed and signs ordered for operation, with the flexibility of adding a further three locations.

5. Crime statistics

- 3.1 The crime statistics discussed looked at crime reported from 1 April 2010 to 4 December 2010, looking at trends, with percentage figures provided, indicating if a crime was up or down. Detailed discussions were held on burglary dwellings, violence crime, robbery and anti social behaviour. On the whole crime is down in St Michaels and Millfields by -6.7%, City Centre by -8.6%, Doxford by -13.7% and there is a slight increase in Hendon and Ryhope by 4%, due to the increase in metal thefts in the area.
- 3.2 A verbal update will be provided at Committee on Operation Ironclad on the following two specific projects which ended on the 4 January 2011:
 - i) Mowbray Park and Sunnyside Gardens
 - ii) The Bridges Shopping Centre

6. LMAPs: Elected Members Representation

- 4.1 The group discussed representation of elected members on LMAPs and proposed that Committee endorse the following elected members to represent Committee at LMAPs across the East:

Cllr Mordey
Cllr Martin and Cllr Emerson (substitute)

City Centre LMAPs
Hendon/Ryhope LMAPs

4.2 Two elected members expressed an interest in representing Committee at the Millfield/St Michaels LMAPs. These were Cllr Iain Kay and Cllr Margaret Forbes. Committee are therefore asked to select a representative between the nominees.

Recommendations

Members are requested to:

- Agree Cllr Mordey as representative on City Centre LMAPs, and Cllr Martin and Cllr Emerson as representatives on Hendon/Ryhope LMAPs.
- Select a representative for Millfield/St Michaels LMAPs: nominees Cllr Kay and Cllr Forbes.

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SUNDERLAND EAST AREA COMMITTEE

11 JANUARY 2011

REPORT OF EXECUTIVE DIRECTOR OF CITY SERVICES COMMUNITY ACTION IN SUNDERLAND EAST – PROGRESS REVIEW

Responsive Local Services (RLS)

1. Why has it come to Committee?

- 1.1 RLS is a method of area working designed to:
- Increase levels of resident satisfaction through providing services that are responsive to community needs and effectively communicating improvements.
 - Tailor services in recognition of differing area/locality circumstances either through local problem solving or adapting service standards.
 - Recognise and enhance the community leadership role of elected members.
- 1.2 The current scope of RLS covers the service areas of Litter, Graffiti, Refuse, Grass Cutting, Dumping of Waste and Dog Fouling. It also provides the opportunity for a wider range of issues to be considered within a context of local problem solving.
- 1.3 The Street Lighting service requests, as noted within the October 2010 Area Committee, reports are to be addressed via the Intelligence Group. The Private Finance Initiative (PFI) Contract Monitoring Officer receives the Street Lighting issues and addresses them as required.
- 1.4 The noise service requests, as noted within the October 2010 Area Committee report are to be addressed via an Out of Hours Noise Service pilot. Details of which can be found in Section 7.

2. Service Requests

- 2.1 The tables below provide a view of the volume of service requests for the services in scope for October and November 2010.

Service Area – Oct 2010	North	East	West	Washington	Coalfield
Animal Fouling	22	13	16	17	15
Grass Cutting	2	0	2	4	10
Graffiti	1	14	3	7	12
Rubbish and Litter	107	92	94	93	91
Refuse and recycling	201	218	247	223	208
Dumping of Waste	211	281	154	124	96

Service Area – Nov 2010	North	East	West	Washington	Coalfield
Animal Fouling	24	12	14	4	7
Grass Cutting	0	0	0	0	0
Graffiti	5	14	6	3	5
Rubbish and Litter	51	75	70	77	47
Refuse and recycling	189	233	265	257	262
Dumping of Waste	220	264	142	146	81

3. What does the analysis tell us and what action are we taking?

3.1 Refuse and Recycling

In relation to the number of refuse and recycling service requests – analysis has highlighted that the increase in service requests is linked to the transitional arrangements for the new dry recycling scheme. Increased monitoring of the new scheme during initial collections as they commence, will be applied by Refuse Managers to ensure service satisfaction increases.

3.2 Animal fouling

The Week of Action in Hendon during November 2010 was effective in this area but similar issues remain in Thornhill Terraces and Ryhope.

3.3 Rubbish and litter

Joint working between the refuse, street cleaning and environmental enforcement services in Hendon are ongoing. The team are now looking to move into the Millfield area around Wharncliffe and Rosedale Streets, where there are issues with presentation of refuse.

Streetscene Services have been working with an 'Army', engaging people who are residing in a hostel on High Street East. They are undertaking voluntary work, litter picking in Hendon and also moving in to Galleys Gill. Sunderland City Council have loaned them the equipment and are emptying the bins after the volunteers have filled them.

Further issue with youths congregating in Eden Vale area and leaving litter, adjacent to the cycle track, the service are targeting this area with additional cleaning.

3.4 Graffiti

The Graffiti Service is addressing service requests more efficiently due to the introduction of mobile technology. Calls from residents asking the Council to carry out clean-ups have fallen over the last year since Sunderland City Council issued 250 frontline staff with mobile telephones and some with handheld computers.

This new way of working means that, in many cases staff are able to nip problems in the bud, resulting in quicker and more efficient service for residents. In some cases graffiti is being removed within minutes of being identified.

3.5 Dumping of Waste

Some specific examples of enforcement activity in the East area to address the dumping of waste are detailed below:

Cannon Cockin Street: unlawful deposit of household waste in back lane. Repeat offender, householder to be interviewed.

St Leonards Street: Household waste dumped in back lane. Householder to be contacted.

Corporation Road: Household waste thrown over rear wall into back lane. Householder to be contacted.

Marion Street: Waste on land. Notice requiring clearance and maintenance served.

High Street West: Trade waste illegally deposited. Warnings issued. Prosecution pending where required.

Athol Road: Waste on land, property insecure. Clearance notice served. Works completed by Sunderland City Council in default of notice, prosecution pending.

Westbourn Road: Waste in yard. Occupier requested to clear prior to Notice being served requiring clearance and maintenance.

Queensbury Street: Household waste dumped in rear lane. Notice specifying correct method of waste disposal, storage and presentation sent to homeowner.

Millfield: Issues relating to wheelie bins being stored in rear lanes on non-collection days causing issues for Fire, Police and street cleansing teams. Environmental Enforcement Officer placing stickers on bins reminding occupiers to house bins within boundary of own home at all times.

Burdon Lane: Medical Waste deposited unlawfully, investigations ongoing.

Thomas Street South: Waste on land. Attempts to trace landowner successful who has been requested to clear land sent but no improvement to date. Notice requiring clearance to be issued.

Ryhope Street South: Household waste dumped in rear lane. Attempts to speak to occupier unsuccessful to date. Formal action being considered.

4. Intelligence Group

4.1 The Intelligence Group which meets on a monthly basis is attended by Sunderland City Council, Gentoo and the Police. The group discussed local issues using various information tools including service requests, staff reporting line, estate walkabouts and Councillor and community group enquiries. Voluntary and community sector (VCS) groups in the area have welcomed this opportunity to share information and intelligence.

4.2 Traffic and Highways

Large number of service requests have been received in relation to traffic and highway issues. Streetscene are currently restructuring and improving processes to ensure a more timely response to service requests. The service is also developing a system to prioritise service requests, which will be of increased importance in light of anticipated further reductions in Local Transport Plan funding.

5. City Services: Area Response Managers

5.1 All of the new Area Response Managers for Streetscene should be appointed by the date of the Area Committee.

5.2 There will be two Area Response Managers for the East Area, one with a specific focus on the City Centre. At least one will attend each Area Committee.

5.3 The Area Response Manager will make them self known to each of the Committee members and will also promote their role within each ward, holding drop-in sessions for local residents to talk to them about any issues they may have. The Area Response Manager will ensure local Councillors are aware of any issues raised and address issues

as appropriate, directing resources and coordinating activity, as required within the local area.

6. Locally targeted Communication Messages: Recognition for Action

- 6.1** It is important that feedback is given to residents to ensure they understand what services have been delivered within their area and how Sunderland Council is developing its service offer to ensure value for money.
- 6.2** The Area Response Managers and Area Officer, alongside the area Communications Link Officer, who attend each Area Committee, will work together to ensure local news stories, relating to services delivered, are shared with the media and within Community News, which will have a dedicated Responsive Local Services page within each issue.
- 6.3** This approach will be supported by a targeted campaign to promote the appointment of the Area Response Manager and the local response team. Postcards will also be used to promote local activity, encouraging residents to get involved in the improvement of their city.
- 6.4** Due to the number of service requests relating to the dumping of waste, it is proposed to develop a campaign to promote the services available from the council to remove white goods for free throughout the year, the bulky collection service as well as the recycling sites across the city.

7. Pilot: Out of Hours Noise Service

- 7.1** Evidence suggests that noise nuisance affects all areas of the city to some degree and as such it is proposed to provide a pilot Out of Hours Noise Response Team to all areas of the City.
- 7.2** The pilot involves collaborative working with Northumbria Police in support of the Noisy Party Pilot Scheme. The scheme was in place from 25th October and continued until December 19th, across the City as an initial response to noise complaints.
- 7.3** The results of the pilot are being used to consider how the noise service should operate in future in terms of the most effective means to deliver the service and improve customer satisfaction.

8. Working together with Gentoo

- 8.1** The Area Response Managers are now meeting with their counterpart within Gentoo on a bi-monthly basis to share information and to ensure close working arrangements. The purpose of the meeting is to address day-to-day service issues and to work together to support service delivery alignment where possible, sharing work programmes in particular. Training has been delivered to Gentoo front line staff explaining Sunderland City Council's service delivery methodology and to communicate staffing structures.
- 8.2** The Customer Services section from Sunderland City Council is also working together with their counterparts at Gentoo to share customer intelligence to support service delivery, particularly sharing messages and improving response times to address service requests.

9. Strategic Land Management (SLM)

- 9.1 Phase Two of the SLM Project is well underway. All council owned land has now been inspected and work has begun with Land and Property Services to carry out the data cleansing with help of two Officers from the SWITCH Team.
- 9.2 The next step is to use the gathered data to prepare the layers for the Geographical Information System (GIS) that will populate the initial SLM viewer. This will include layers showing land maintenance costs, Gentoo land ownership, leasehold and Customer Service data. The completed SLM viewer will be tested and then presented to a future meeting of Area Committees.

Recommendation:

Area Committee are requested to:

- Note the report and receive further updates regarding any issues arising from the intelligence group.

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SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE COMMUNITY ACTION IN SUNDERLAND EAST – PROGRESS REVIEW

1. Why has it come to Committee?

- 1.1 The report provides an update on one of the outstanding issues from the 2009/10 work plan and shows progress against agreed actions in the current year's (2010/11) work plan, **Annex 2a**.

2. Report on the Sunderland East Area Greenspace Workshop:

- 2.1 Elected members, partners, residents and Officers attended the workshop, held at Crowtree Leisure Centre in October 2010. The purpose of the workshop was to:
- 1) Help identify greenspace sites missing off the register
 - 2) Scrutinise existing sites on the register and check their suitability for inclusion
 - 3) Consider whether the primary purpose identified for each site was correct and suggest alternatives where necessary.
- 2.2 During the workshop five ward maps were examined by participants, with over 50 updates received on land usage and a further 10 on proposed future projects, see **Annex 2a**. In addition partners from The Woodland Trust, Durham Wildlife Trust, Natural England, Gentoo, University of Sunderland and Taylor Wimpey are involved.
- 2.3 The second workshop will be held on 28 January 2011. The programme for the workshop will be to feedback on all queries raised at the first workshop and present new updated maps. The appraisals of the sites are complete and the results will be shared asking delegates key questions, such as what they would like to see more of in their area, how far would people be prepared to travel? The findings of the workshop will then inform a survey which will be posted on the Council's website for residents to complete and return. The results will shape the Topic Paper which will be presented to Cabinet.

3. Grangetown Primary School (old site)

- 3.1 Committee will recall in October 2010 agreeing to investigate the feasibility of opening up the site of the old Grangetown Primary School to members of the public to access as a local greenspace. Local Councillors, the East VCS Area Network and Officers from across the Council discussed it and City Services, under the Responsive Local Services priority, have agreed to open the site from January 2011. This will include dog bins, signage and Environmental Enforcement Officers monitoring the area. In February 2011, the East VCS Area Network in partnership with Sunderland City Council will lead and deliver an official opening event during half term, themed around the Olympics, to which Committee members will be invited.
- 3.2. Further updates to note relate to the Arson Task Group, Economic Masterplan, Hendon and Ryhope Working Group, the Housing Project, Community Payback Scheme and the Play and Urban Games Strategy, **see Annex 2a**.

Recommendation:

- Area Committee are requested to note the updates provided in Annex 2a

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ITEM 3: ANNEX 2A: COMMUNITY ACTION – PROGRESS REVIEW

Priority	Issue	Date raised	Evidence and/or Data Source	Next steps/Options	Funding request	Lead Agent(s)	R A G
Work plan 2009/10							
Reduce ASB, including secondary fires.	1. Reduce arson attacks, i.e. secondary fire: wheelie bins.	21.07.09 07.09.09 13.09.10	1. Local Area Plan (LAP): Safe 2. TWF&R 3. Members Queries 4. Area Committee minutes.	An Arson Task and Finish Group established. Report presented in September 10. TWF&R to submit a bid for an Arson Worker. ON HOLD	SIB £25,000 per year, over two years. Awaiting bid to be submitted.	Neil Harrison Tyne and Wear Fire and Rescue (TWF&R)	A
	2. Reduce ASB and increase confidence levels in the community.	21.07.10 13.09.10 25.10.10 10.01.11	1. Actions list for joint meetings. 2. SIB approvals. 3. Area Committee minutes.	Update to be provided on VAS, crime statistics and representation at LMAPs across the East to January 2011, see report.	-	Neal Craig, Northumbria Police	A
Challenge negative perceptions of young people, celebrate positive achievements	2. Involve young people in the Area Committee.	21.07.09 13.09.10	1. Area Committee minutes 2. Safe Area Action Plan 3. Children Service Delivery Plans 4. Area Committee minutes.	Options report presented to AC in Nov 09. AC agreed option 3. • Link in to the Youth Councillor proposal and consider recommendations from the feasibility study. • Develop joint East Youth Councillors and Elected Members 'Road Shows' in the East area using the mobile buses to hold joint surgeries, completion date 2011. Youth Development Group agreed to implement by 2011. Area Officer to monitor. To refer into the East Youth Provision Task and Finish group for information.	Nil	Kath Butchert, Children Services.	A
Increase activity and footfall along the river corridor.	3. Delivery of activities.	09.11.09 25.11.10	1. LAP 2. Area Committee minutes. 3. Discussions with lead officer.	With the launch of the Economic Masterplan in October 2010, specific area reports on the governance and agreed activity will be provided via the Ward Bulletin. Recommendation to CLOSE	Nil	Vince Taylor, Office of the Chief Executive (OCE)	G

Priority	Issue	Date raised	Evidence and/or Data Source	Next steps/Options	Funding request	Lead Agent(s)	RAG
	4. Hendon and Ryhope Working Group	09.11.09 04.01.10 21.07.10 25.10.10 30.11.10	1. Area Committee minutes 2. Question to Area Committee 3. Action Plan.	Cllrs, residents and local partners have been suggestions names for new coastal signs to be installed and a site visit to Horden, Dawdon and Seaham coastline will be held in January 11, to look at good practice delivered by the Durham Heritage Coast Partnership.	Nil	Stephen Pickering, City Services	A
Encourage accredited private landlords and bringing empty properties back into use.	5. Empty Properties in the private sector	09.11.09 04.01.10	1. LAP 2. Area Action Plan 3. Area Committee minutes 4. Question to Area Committee	The Empty Homes Strategy has been re-designated as a 'Housing Project' and work will be ongoing to develop a revised approach to how the Council tackle Empty Properties. Update to be provided in February 2011.	Nil	Alan Caddick, Health, Housing and Adult Services	A
Tailoring services, dealing with local issues.	6. Effectively utilising the Community Payback Scheme	04.01.10 13.09.10 25.10.10	1. Area Action Plan 2. Committee report and minutes	Committee members to identify hotspot areas within the East which may benefit from the Community Payback Scheme. Recommendation to refer to Joint Police meetings as a standard agenda item.	Nil	ASB Task and Finish Group	G
Work Plan 2010-11							
Identifying gaps in youth and play provision.	7. Linkages made between youth providers at a ward level across two areas West and East	24.05.10 13.09.10	1. Area Committee work plan. 2. Youth Strategy Report. 3. Area Committee minutes.	Identify ways to bring youth providers together across wards and areas. To be referred into the Youth Task and Finish Group.	Nil	Kath Butchert, Task and Finish Group	A
	8. The level of existing play resources provided at a neighbourhood level.	24.05.10 13.09.10 25.10.10	1. Area Committee work plan. 2. Play and Urban Games Strategy (PUGS) 3. Children and Young Plan Review.	Committee were informed and consulted on proposals regarding play provision throughout 2010. It was agreed to develop a play provision in Burdon Lane, Ryhope and to install 2/3 items of play equipment/ features in Backhouse Park. PUGs agreed by Cabinet 01.12.10. Recommendation to CLOSE .	Nil	Carol Lewis, City Services	G

Priority	Issue	Date raised	Evidence and/or Data Source	Next steps/Options	Funding request	Lead Agent(s)	RAG
Transportation (reserve)	9. Improve transportation across the area.	24.05.10	1. Area Committee minutes.	Cabinet will consider the outcome of Public Consultation (March - June 2010) in relation to the Accessible Bus Network Design Project in January 2011.	Nil	Bob Donaldson, City Services.	A
Increase employment and enterprise opportunities	10. Variety of service provision to support people into employment and enterprise but low uptake.	21.07.10 13.09.10	1. Area Committee, Scrutiny and Cabinet work plan. 2. Good practice models.	Options report presented in January 2011, which will identified a project to be commissioned that will increase employment and enterprise opportunities in the East. See report for further information.	SIB 2010/11 Option 1: £50,000 Option 2: £75,000 Option 3: deliver option 1 and 2.	Janet Snaith OCE	A
	11. Employers Skills Gap	21.07.10	1. City wide survey with employers.	Covered above, under Skills Demand Study 2010.	Nil	Andrew Perkin, OCE	A
To make the streets more attractive, landscaping rundown areas, removing litter and graffiti.	12. Planning for open space, sport and recreation.	13.09.10	1. Local Development Framework. 2. Area Committee minutes.	The first workshop held on the 20 October 2010, with Councillors, residents, Voluntary and Community Sector (VCS), partners and Officers in attendance, outcomes shown below. The second workshop will be held in January 2011.	Nil	Nicol Trueman, with support from Clive Greenwood, OCE.	G
Greenspace Topic Paper	13. Old site of Grangetown Primary School. Can the site be opened?.	13.09.10	1. East VCS Area network, via Greenspace topic paper. 2. Area Committee minutes.	Site opened from January 2011. Mini Olympics to be held February half term to official open site. Committee members to be invited to event. East VCS Area Network leading on the project.	Nil	Nicol Trueman, OCE, with support from East VCS Area Network	G
	14. Can we have a Cross country mountain bike track in Ryhope?	24.09.10	1. PUGS review. 2. Members queries.	Officers are investigating the feasibility of using the greenspace land behind the old golf club house, Hollycarrside, Ryhope stretching to Tunstall Hill and making it into a cross country mountain bike track.	Nil	Carol Lewis City Services	A

Priority	Issue	Date raised	Evidence and/or Data Source	Next steps/Options	Funding request	Lead Agent(s)	RAG
To make the streets more attractive, landscaping rundown areas, removing litter and graffiti. Greenspace Topic Paper	15. Can we develop the land at the front of St Marks, Millfield into a community garden?	20.10.10	1. Notes from Greenspace workshop.	Referred to Lead Officer to investigate feasibility, up date to be provided at a future meeting.	Nil	Ian Coburn, City Services	A
	16. Is it possible to reinstate the Town Moor in Hendon into a formal park?	20.10.10	1. Notes from Greenspace workshop.	The lands were released from being operational railway land and bought by a property developer. The developer has a current planning application lodged with the Council. The land maybe built upon, therefore at this current time is it not suitable to consider reinstating the area into a formal park. CLOSE	Nil	Mike Lowe, OCE	G
	17. Can we develop the Garth site in Hendon into sports field or outdoor MUGA?	20.10.10	1. Notes from Greenspace workshop	The Football Investment Strategy does not support single site pitches therefore it does not qualify to be developed into a sports field or MUGA. CLOSE	Nil	Paul Power, City Services	G
	18. Are we able to build a BMX track on the green at Sans Street?	20.10.10	1. Notes from Greenspace workshop.	City supports the BMX track at Hetton Lyons Country Park, which has national quality mark standards. The usage figures indicate that the demand for such a facility do quantify the need for a further City BMX track. CLOSE	Nil	Paul Power, City Services	G
	19. It is feasible to transform the Old Ryhope Colliery site into a Country Park for the East area?	20.10.10	1. Notes from Greenspace workshop.	Referred to Lead Officer to investigate feasibility, up date to be provided at a future meeting.	Nil	Ian Coburn, City Services.	A

Priority	Issue	Date raised	Evidence and/or Data Source	Next steps/Options	Funding request	Lead Agent(s)	RAG
To make the streets more attractive, landscaping rundown areas, removing litter and graffiti. Greenspace Topic Paper	20. The land behind Eskdale, Ryhope can it be used as an informal sports training pitch?	20.10.10	1. Notes from Greenspace Workshop.	The land is council owned and the responsibility of Children's Services. A number of observations have been received from that Directorate. Area Officer to discuss with local group. Feedback to be provided at future meeting.	Nil	Nicol Trueman, OCE	A
	21. Will you consider developing an allotment site at the rear of Regent Street, Ryhope?	20.10.10	1. Notes from Greenspace Workshop.	Referred to Lead Officer to investigate feasibility, up date to be provided at a future meeting.	Nil.	Ian Coburn, City Services	A
	22. Is it possible to use the cricket and football pitch located within the grounds of Cherry Knowles?	20.10.10	1. Notes from Greenspace Workshop.	City Services to discuss this further with Planning Team, who are leading on the masterplan for the development of the area. Update to be provided at a future meeting.		Barry Ludcock, OCE	A
-	23. New flooring required at a Centre that provides activities for people with disabilities.	10.01.11	1. SIP Full Application 2. Assessment and consultation feedback Dec 10.	Recommendation to approve £4,000 for North East Disability Resource Centre to enable the group to replace the current flooring in the Centre. The allocation, if approved, will be funded by the Hendon SIP 2010-11 grant.	£4,000 2010/11 Hendon SIP	Nicol Trueman, OCE	A
Increasing public confidence and trust in communities.	24. Speeding and dangerous driving at Strawberry Bank, Ashbrooke.	10.01.11	1. SIP Full Application 2. Assessment and consultation feedback Dec 10.	Recommendation to approve £1,823 for Sunderland City Council to install a pedestrian refuge at Strawberry Bank, Ashbrooke. The allocation, if approved, will be funded by St Michaels SIP 2010-11 grant.	£1,823 2010/11 St Michaels SIP	Nicol Trueman, OCE	A

Priority	Issue	Date raised	Evidence and/or Data Source	Next steps/Options	Funding request	Lead Agent(s)	RAG
Strengthen and Develop IT infrastructure across the City.	25. Poor IT equipment at centre.	10.01.11	1. SIP Full Application 2. Assessment and consultation feedback Dec 10.	Recommendation to approve £4,369 for Hendon Young People's Project to upgrade their ICT room. The allocation, if approved, will be funded by Hendon SIP 2010-11 grant.	£4,369 2010/11 Hendon SIP	Nicol Trueman, OCE	A

SUNDERLAND EAST AREA COMMITTEE
10th JANUARY 2011
EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) - Financial Statement and Proposals for further allocation of Resources

Author(s):

Chief Executive

Purpose of Report:

This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB), the Strategic Investment Plan (SIP) and Community Chest to support initiatives that will benefit the area.

Description of Decision:

The Committee is requested to approve the following from the 2010/11 budget:

1. Annex 2a: Approve 16 proposals for support from the 2010/11 Community Chest, all projects total £5,528.
2. Annex 2b: Approve three SIP proposals from the 2010-11 budget: £4,000 to replace the flooring at North East Disability Resource Centre, £4,369 to upgrade IT room at Hendon Young People's Project and £1,823 to install a pedestrian refuge on Strawberry Bank, support by Sunderland City Council.

Is the decision consistent with the Budget/Policy Framework?

Yes

Suggested reason(s) for Decision:

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 LAP, 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 2010-11, with a further £140,187 carried over from 2009-10. During 2010-11, £972 has been returned to budget providing a new balance of £418,615 for SIB 2010-11.

The Community Chest forms part of SIB, of which £250,000 is available for the scheme in 2010/2011 across all wards. £10,000 is available for Doxford, Hendon, Millfield, Ryhope and St Michael's wards.

SIP was approved at Cabinet in March 2008. Included within the plan was as a one-off allocation of £1.426m delegated to Area Committees. The amount allocated to the East Area Committee was £227,293 (which must be allocated by March 2011). SIP can only be used to deliver capital projects which are aligned to the key priorities identified in the Sunderland East Local Area Plan (LAP). Its main purpose to attract other funding into the area.

Alternative options to be considered and recommended to be rejected:

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

Relevant Scrutiny Committees:

1. Community and Safer Scrutiny Committee

Is it included in the Forward Plan? No

SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) - Financial Statement and Proposals for further allocation of Resources

1. Why has it come to Committee?

- 1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan, 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 SIB, SIP and Community Chest.

2. FINANCIAL STATEMENT SUNDERLAND EAST AREA COMMITTEE FUNDING STREAMS 2010-2011. AS AT 10 JANUARY 2011

Community Chest 2010/11			
	Community Chest Budget	Approvals total	Balance
Hendon	£11,141	£5,723	£5,418
Millfield	£11,231	£6,922	£4,309
Ryhope	£10,089	£7,833	£2,256
St Michael's	£11,339	£6,013	£5,326
Doxford	£10,057	£9,972	£85
Total	£53,857	£36,463	£17,394

Strategic Investment Plan (SIP) 2010/11			
	SIP Budget	Approval totals	Balance
Hendon	£56,823	£46,117	£10,706
Millfield	£56,823	£56,823	£0
Ryhope	£56,823	£56,823	£0
St Michael's	£56,823	£55,000	£1,823
Balance	£227,292	£214,763	£12,529

Strategic Initiatives Budget (SIB): list of approved projects from 2010/11				
	Committee Date	Budget	Approval totals	Balance
Friends of Mary Magdalene's	21.07.10	£417,643	£33,175	£384,468
Sunderland Heritage Forum	21.07.10	£384,468	£13,600	£370,868
Sunderland MIND	21.07.10	£370,868	£20,645	£350,223
St Aidan's RC School	21.07.10	£350,223	£27,000	£323,223
Chance: running costs	21.07.10	£323,223	£15,000	£308,223
Mill Hill Road Pedestrian Refuge	21.07.10	£308,223	£20,000	£288,223
Education Business Connections	21.07.10	£288,223	£11,543	£276,680
Sunderland City Council. VAS	13.09.10	£276,680	£35,250	£241,430
Operation Ironclad	13.09.10	£241,430	£57,823	£183,607
Funding returned Sep 10				£972
Angling Competition	07.10.10	£184,579	£1,000	£183,579
Grace House NE	07.10.10	£183,579	£1,675	£181,904
Ear For You	25.10.10	£181,904	£13,200	£168,704
Victim Support	25.10.10	£168,704	£10,442	£158,262
Remembrance Sunday parade	10.11.10	£158,262	£1,353	£156,909
Remaining balance		£418,615	£261,706	£156,909

2.1 Community Chest

2.1.1 From October 2010, four emergency Community Chest applications were approved through delegated powers of the Deputy Chief Executive, as follows: £325 costs towards a pantomime visit for Sunderland 50th St Bede Guides, £653 costs towards a pantomime visit for Sunderland 50th St Bede URC Brownies, £150 costs towards a Christmas party for Hendon Young People's Project, £213 costs towards Christmas party for Rickaby Rascals.

2.1.2 The table below details the balances remaining to be allocated following the last meeting, taking into account the above applications, total of the project proposals received are set out in **Annex 3a**, together with the balances remaining should those proposals be approved.

Table 1: Community Chest Balance

Ward	Budget remaining	Project proposals	Balance
Doxford	£85	£0	£85
Hendon	£5,418	£713	£4,705
Millfield	£4,309	£1,475	£2,834
Ryhope	£2,256	£1,340	£916
St Michael's	£5,326	£2,000	£3,326
Total	£17,394	£5,528	£11,866

2.2 Strategic Investment Plan (SIP)

2.2.1 Following the October 2010 Committee meeting, £12,529 SIP remained to be allocated during 2010/11. There are three applications recommended for approval, as set out in **Annex 3b**:

SIP Hendon Ward

- | | | | |
|----|---|--------|---------|
| 1. | North East Disability Resource Centre
New flooring | £4,000 | Approve |
| 2. | Hendon Young People's Project
Upgrade ICT Room | £4,369 | Approve |

SIP St Michaels Ward

- | | | | |
|----|--|--------|---------|
| 3. | Sunderland City Council
Refuge at Strawberry Bank | £1,823 | Approve |
|----|--|--------|---------|

2.2.2 The projects recommended for approval from the 2010/11 budget total £10,192. Should Committee approve the above proposals the remaining balance for SIP for 2010/11 allocation would be £2,337, with one remaining business meeting remaining until the end of the financial year.

2.3 Strategic Initiatives Budget

2.3.1 Following the October 2010 Committee meeting £158,262 remained to be allocated during 2010/11. During November 2010, one emergency SIB application bid was approved through delegated powers. This was £1,353 to support a Remembrance Sunday parade at Ryhope, supported by Sunderland City Council. Taking this approval into account it leaves a final balance of £156,909 to be allocated during 2010-11, with one meeting remaining until the end of the financial year. There are no SIB applications submitted for approval.

Recommendations

Committee is requested to:

- Note the financial statement set out in section 2.1.
- Approve the 16 proposals for support 2010/11 Community Chest set out in Annex 3a, totalling £5,528.
- Agree the recommendations set out in Annex 3b (SIP applications).

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

Background Papers: Community Chest Applications
SIP Applications
Sunderland East Local Area Plan

Annex 3a: Community Chest Applications

Annex 3b: SIP Executive Summary of Applications

Annex 3a: COMMUNITY CHEST 2010/2011 EAST AREA - PROJECTS PROPOSED FOR APPROVAL

WARD	PROJECT	AMOUNT	ALLOCATION 2010/2011	PROJECT PROPOSALS	PREVIOUS APPROVALS	BALANCE REMAINING
Hendon	SAFC Heritage Trail – Contribution towards production of promotional leaflet.	200				
	Hendon Young People’s Project – Contribution towards social activities for young people.	150				
	Hendon Young People’s Project – Contribution towards Christmas Party. (Delegated Decision)	150				
	Rickaby Rascals – Contribution towards Christmas party, food, gifts etc., (Delegated Decision)	213				
	Totals		11,141	713	5,723	4,705
Milfield	Sunderland 50th St. Bede’s Guides - Contribution towards trip to pantomime. (Delegated Decision)	325				
	The Angelus Luncheon Club – Contribution towards transport costs for the members.	250				
	‘StreetCheer’ – Contribution towards purchase of equipment and costumes.	247				
	50th Sunderland St. Bede Brownies – Contribution towards Christmas pantomime. (Delegated Decision)	653				
	Totals		11,231	1,475	6,922	2,834
Ryhope	1st Ryhope St. Paul’s Guides – Purchase of resources, badges, certificates etc.,	400				
	Ryhope Allstars – Purchase of new uniforms.	500				
	Blue Watch Youth Centre – Contribution towards bike ride project to Hamsterley Forest.	300				
	Venerable Bede School – Contribution towards Spanish International Day.	140				
	Totals		10,089	1,340	7,833	916
St. Michael’s	Grangetown C.A. – Purchase of new kitchen equipment.	600				
	SAFC Heritage Trail – Contribution towards production of promotional leaflet.	200				
	Music for All – Contribution towards running costs	500				
	Ashbrooke Rugby Club – Purchase of rugby kit, provision of training facilities etc.,	700				
	Totals		11,339	2,000	6,013	3,326
Totals			43,800	5,528	26,491	11,781

Annex 3b: EXECUTIVE SUMMARY SIP FUNDING APPLICATIONS

Full Application No.1

Name of Project	New flooring
Lead Organisation	North East Disability Resource Centre

Total cost of Project	Total Match Funding	Total SIP requested (Hendon)
£4,696	£696	£4,000
Project Duration	Start Date	End Date
1 week	February 2011	February 2011

The Project

North East Disability Resource Centre is committed to ensuring clients and guests receive access to all the best quality services available. The services encompass everyone's right to equality, dignity, privacy and individuality with a constant focus on working towards 'Social Interaction' in society today.

The centre is highly used for a number of activities on a daily basis, these include: computer classes, crafts, arts, gardening, leisure activities, home management, literacy and numeracy classes, drama and cookery. The centre averages between 50-55 clients per week. Many of the clients use wheelchairs and mobility scooters which has worn and damaged the flooring in the Centre.

The centre are seeking a one off capital award to replace the flooring of the centre, to make it safe for all users, staff and volunteers.

Need for Project

The health and safety incident report book has shown an increase in trips and accidents caused by damage to the flooring, due to the poor condition. If funding was awarded it would prevent falls, enable movement of the hoist, wheelchairs and scooters in addition to improving access around the centre. Another area of concern with the flooring is that it is becoming harder to keep clean, as dirt and germs are getting trapped in gaps, by replacing the flooring will improve hygiene in the centre, as well as improving the overall appearance.

Outputs of the Project

Output Code	2010/11 Q4
A1: no of new or improved community facilities	1

Financial Information

Item and Description	Total Costs
New Flooring for Centre	£4,696

Recommendation Approve

- The project complements the City's plans to encourage people with disabilities to participate in activities.
- The SIP element of the funding has the support of the local ward Councillors.

Full Application No.2

Name of Project	ICT Equipment
Lead Organisation	Hendon Young People's Project

Total cost of Project	Total Match Funding	Total SIP requested (Hendon)
£4,369	£Nil	£4,369
Project Duration	Start Date	End Date
1 week	February 2011	February 2011

The Project

The Centre are seeking a one off capital payment to enable the upgrade of the current ICT equipment located within their electronic village hall. This will enable young people to gain access to up to date IT and printing equipment to assist with homework, CV writing, job searches and access general information on the world wide web. The main users of the equipment would be children and young people who access the centre, in particular, it would be advantageous for the homework and unemployment drop in clubs.

The Centre is based in the East End and provides a safe warm place for young people to come and learn. Trained youth workers will be on hand to help guide young people in a friendly and professional manner.

Need for Project

Local area action plans state a need for up to date IT equipment for young people in the community. Figures also show that 50% of all young people in the Hendon and East End area are still in poverty. Young people were consulted on their needs and IT equipment came out as one of the most highest priorities. Young people have stated that they would be more willing to access a local youth project than other support services in the city centre.

Outputs of the Project

Output Code	2010/11 Q4
A1: no. of new or improved community facilities	1
L8: no. of additional young people engaged and participating in youth provision.	40

Financial Information

Item and Description	Total Costs
Purchase of IT equipment	£4,369

Recommendation Approve

- The project complements the Sunderland East Local Area Plan Prosperous theme, to strengthen and develop IT provision.
- The SIP element of the funding has the support of the local ward Councillors.

Full Application No.3

Name of Project	Pedestrian crossing on Strawberry Bank
Lead Organisation	Sunderland City Council

Total cost of Project	Total Match Funding	Total SIP requested (St Michaels)
£5,000	£3,177	£1,823
Project Duration	Start Date	End Date
4 months	January 2011	April 2011

The Project

The scheme will provide a pedestrian refuge island positioned at Strawberry Bank. Its aim is to provide a safer crossing point for all pedestrians and road users alike when accessing the local facilities. There will also be a central hatched road marking installed over this section of highway to reduce the width of the carriageway, which it is hoped will reduce vehicle speeds by visually narrowing the road, further improving the road safety of the area.

The scheme is to be designed and managed by the Councils Traffic and Road Safety Engineers.

Need for Project

Ward Councillors have raised concerns regarding the difficulty of crossing the road on Strawberry Bank and provision of a pedestrian refuge would address this concern. It would be available to all pedestrians and would also help reduce vehicle speeds, increasing road safety for all users.

Outputs of the Project

Output Code	2010/11 Q4
A1: no of new or improved community facilities	1

Financial Information

Item and Description	Total Costs
Provision of pedestrian crossing facility	£5,000

Recommendation Approve

- The project complements the building confidence and trust in communities priority of the Local Area Plan, as results from the Safer Sunderland Partnership Confidence Survey, indicates that residents have concerns about speeding and dangerous driving in the area.
- This project would go towards preventing possible accidents in the future, by providing a safe point to cross the road, in addition, by reducing the width of the carriway drivers will be encouraged to slow down.
- The SIP element of the funding has the support of the local ward Councillors.

SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

INFLUENCING PRACTICE, POLICY AND STRATEGY

Refreshing Sunderland East Local Area Plan (LAP)

1. Why has it come to Committee?

1.1 It was agreed at the beginning of the municipal year that Committee would lead on refreshing their LAP between January 2011 to March 2011. To support Committee throughout this process information has been provided on four main elements; what people are telling us, developments to be aware of, proposed framework for managing the refresh and recommendations, including terms of reference.

1.2 The Area Committee over the last 3 years has been provided with significant citywide and local strategic information. In addition, partners including the community and voluntary sector have fed information into the Committee process, resulting in the development of the East Local Area Plan and the Committee's annual work plans. The Plans have not only identified key priorities, but through the establishment of task and finish groups, supported the Committee in influencing the provision of public sector service delivery at a local level and focussed the allocation of its delegated budgets to deliver actions to address those priorities.

2. What residents are telling us

2.1 Feedback from residents has now been collected over the last year, and this information will be used to provide a focus on what improvements need to be made, at an area level, from a resident's perspective.

2.2 Area Committee have the opportunity of using this information when refreshing their LAP and establishing their work plan for 2011-12. The work of the Committee could then significantly address resident's perspectives of their neighbourhoods and provide for an understanding of the outcomes of the Area Committee's actions.

2.3 What Does This Mean to Sunderland East?

By understanding what residents are saying we can start to build a picture of what really matters to people living in the neighbourhoods and communities within the East Area. We can then use this information to help inform decisions and meet local people's needs when deciding on Area priorities. As a starting point, the information provided from residents feedback in the 2009 Place Survey has been cross referenced with a number of other sources (see background info below) to identify emerging priority issues. The initial findings would indicate that the priorities for Sunderland East are:

1. Activities for teenagers
2. Tackling crime
3. Cleaner and greener streets

The following information focuses on the top three priorities for the East area: Activities for teenagers; tackling crime and providing cleaner and greener streets, looking at resident's feedback and key facts about each issue.

2.4 What does this mean for Sunderland East, activities for teenagers?
By analysing the information provided by residents, the Committee is able to understand what elements of activity for teenagers need to be considered if this is chosen as a priority. Issues to consider include:

- There is a high perception of young people 'hanging around'
- Teenagers hanging about on the streets is a top priority for residents
- The issue has already been highlighted by the Sunderland East Committee as part of the 2010/11 work plan

2.5 What does this mean for Sunderland East when tackling crime?
By analysing the information provided by residents, the Committee is able to understand what elements of crime need to be considered if Crime is chosen as a priority. Issues to consider where evidence shows action is required are:-

- Burglary, now showing an increasing trend.
- ASB, now showing an increasing trend.
- Most serious violent crime and violent crime, now showing an increasing trend.
- Hate and victimisation crime.
- Perception level of crime, now showing an increasing trend.

Issues to consider where only residents have a perception that action is required are:-

- Speeding or dangerous driving and inconsiderate parking.
- Noise from local pubs/clubs
- Car crime (no increase shown).
- Criminal damage (no increase shown).
- Primary and secondary fire (no increase shown).

2.6 What does this mean for Sunderland East and cleaner streets?
By analysing the information provided by residents, the Committee can determine what elements of the priority should be identified in the work plan. Issues to be considered are:-

- Rubbish and litter lying around
- Refuse collection
- Doorstep re-cycling
- Noise pollution
- Graffiti
- Animal fouling

3. Other Factors for Consideration

3.1 There are a number of strategic and service developments that need to be taken into consideration when developing the LAP, such as;

- East Area Committee's Work Plan 2010-11
- Improvements to the City Centre and attracting more tourists
- Plans for the Vaux Cite, Crowtree Leisure Centre and the Port of Sunderland
- Community Strategy
- Corporate Improvement Plan
- Environment and Attractive City Scrutiny Committee: Sunderland 'The Place' Policy Review 10/11
- Child and Family Poverty Strategy
- Economic Masterplan
- Budget Framework
- Local Development Framework
- Single Works Programme

Such documents will both inform and be informed of the LAP and be strategically aligned to the work of the Area Committee.

4. Proposed Consultation Framework

- 4.1 Consultation is a key part of developing a well informed LAP. It is recognised that the whole community should have an opportunity to participate in the consultation process, with elected members, receiving support from partners to drive the consultation process forward.
- 4.2 Consultation and community engagement are therefore fundamental foundations in developing LAPs, which will inform the refreshed Sunderland Strategy. During November 2010, the Area Co-ordination Team concentrated on analysing resident surveys, requests for services, feedback from Community Spirit, outcomes from the State of the City Debate and Youth State of the City, VCS Area Networks and key facts and performance data as gathered through our Area Regeneration Framework Profiles, the findings of which are shown in Section two of this report. In order to ensure an inclusive approach a consultation framework will be applied.
- 4.3 **Stage One: 10 January 2011**
Present desk top research to Sunderland East Area Committee, building a picture of what people are telling us needs improving and their top priorities to address.
- 4.4 **Stage Two: January-March 2011**
Committee agree to establish a Task and Finish group made up of elected members and partners (**see Annex 1**). The group, if agreed, will commit to actively working outside of the Committee cycle between January and March 2011 to consider what people are telling us. They will bring information forward relevant to the area about key strategies and Partner/ Directorate delivery plans for the forthcoming year; raise the profile of any local research, project interventions or initiatives being delivered, quality control information supplied and propose suitable performance measures to enable the production of the first draft of LAP. This will include key priorities that will be provided for the Area Committee to agree.
- 4.5 **Stage Three: March-April 2011**
The Draft LAP, including key priorities, will be provided to the Area Committee for agreement. There will be a commitment to consult with a wide mix of residents, for example, young and old, from different communities and interests, to ensure the information collected is unbiased. Key groups to be targeted are highlighted in **Annex 2**. Committee also have an opportunity to add further groups, for example, Local Multi Agency Problem Solving Groups (LMAPs). All elected members will receive notification of meetings held within the East.
- 4.6 **Stage Four: April 2011-May 2011**
The Task and Finish Group will capture feedback, refine the LAP and develop an action plan, including performance measures reporting their findings to Area Committee for agreement.
- 4.6 **Stage Five: May 2011**
The final design to be provided to Elected Members prior to the release to local partners and residents. The LAP will then be widely communicated with two versions produced, one version being a special edition of Community News for residents, the second, being a working document for Committee to deliver against throughout 2011.

- 4.7 Stage Six: October – November 2011
Bi-annual performance report presented to Committee, to advise Committee on progress on activity.

5. Recommendation(s)

Committee are asked to agree the following:

- a) Establish a LAP Task and Finish Group and note the terms of reference for the group, outlined in Annex 1.
- b) Nominate and agree the membership of the group.
- c) Agree the proposed consultation framework outlined in Section 4.
- d) Note the findings of the report and agree to receive a further report in March 2011.

Annex 1: Terms of Reference

Annex 2: Overview of community/resident groups in the East

Background papers

- Place Survey 2009
- Safer Sunderland Partnership: Confidence Survey 2010
- Community Spirit Panel: Sustainable Communities
- State of the City Debate 2010
- Youth State of the City Debate 2010
- Mini Youth Inc Events 2009
- VCS Area Network 2010 meetings
- Customer Service Requests: Quarter three 2010
- Area Regeneration Frameworks 2010
- Residents Survey 2010

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Item 4: Annex 1: Local Area Plan (LAP) Task and Finish Groups: Guidance Notes

Membership

The LAP Task and Finish group be chaired by the Area Chair and will include: (names of Councillors, LSP representatives, officers, experts). Sub groups and advisors may be appointed, if necessary and their terms of reference will be agreed by the Task and Finish group.

Frequency of Meetings

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.

Purpose of group

- Consider what local people are telling us about improvements, priorities and satisfaction levels of service delivery.
- Commit to actively work outside of Area Committee between January 2011 and March 2011.
- Act as a hub of area information and intelligence relating to strategies, delivery plans, research, interventions, initiatives being delivered in the area.
- Quality control information supplied.
- Propose suitable performance measures against future priorities.
- Present draft priorities and LAP to Area Committee to agree before consultation framework applied.
- Consult on draft priorities and LAP with residents and partners.
- Capture feedback from consultation exercise and refine LAP.
- Present final LAP to Committee for consideration.

Budgetary responsibility

No budget is assigned to the Task and Finish group. Individual Area Committees may agree to align a percentage of their SIB budget to a Task and Finish group to address the priority identified in the work plan, however requests for funding would need to be endorsed by Area Committee, or through the emergency protocol.

Communication by the Group

- The group shall be responsible for keeping the Area Committee progress via the Area Officer using the following mechanisms:
 - Sunderland website and Area Action Plans
 - Ward e-bulletin and East Community Newsletter
 - Update reports at Area Committee meetings.
- Any other appropriate means identified by the task and finish group
- A schedule of action, identifying Lead and deadline dates will be produced within 7 working days of any meeting and circulated for action, with regular updates.

Limits of group

The task and finish group have no decision making powers. Recommendations of the task and finish group will be discussed and endorsed by the Area Committee.

Item 4: Annex 2:

Overview of Community and Residents Groups within the East.

An overview has been conducted to discover which groups exist within the area, in particular, groups or networks who share a common goal to improve their neighbourhood or area, looking at estate problems associated with housing, safety and environmental issues. The following information provides an overview of what structures, forums, associations and friends groups operate across an East area, and where possible, at a ward level.

East Area

1. Sunderland East VCS Area Network (Representatives attending Area Committee)
2. Sunderland East Area Forum
3. Sunderland East Youth Parliament

St Michaels Ward

28. Ashbrooke Residents' Association
29. Blue Watch Youth Project
30. Friends of Barley Mow and Backhouse Park
31. Grangetown Community Association
32. St Michaels PACTs

Doxford Ward

4. Box Youth Project
5. Croftside House Residents Groups
6. Doxford Community Association
7. Doxford Park Estate Forum
8. Doxford Police and Community Acting Together (PACT)
9. Friends of Blayney Woods
10. Friends of Doxford Park
11. Sunderland South Area Forum

Ryhope Ward

33. Ryhope Community Association
34. Ryhope Community Forum
35. Ryhope Development Trust
36. Ryhope PACTs

Hendon Ward

12. 3L's Residents' Association
13. D'Arcy Court Residents' Association
14. East Community Association
15. Friends of Mowbray Park
16. Friends of Barley Mow and Backhouse Park
17. Hedworth Court Residents' Association
18. Hendon PACTs
19. Hendon Young People's Centre
20. Sans Street Youth and Community Centre
21. South Durham Court Residents' Association
22. Young Asian Voices

Millfield Ward

23. City Centre Residents' Association
24. Deptford and Millfield Community Association
25. Lambton Street Youth Centre
26. Millfield PACTs
27. Thornholme Residents Association