

At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on MONDAY, 16th SEPTEMBER, 2013 at 5.30p.m.

Present:-

Councillor Ball in the Chair

Councillors Emerson, Errington, Forbes, E. Gibson, Kay, Marshall, McClennan, Mordey, Price, Scanlan and Wood

Also Present:-

- | | |
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| Jeff Boath | - Station Manager, Tyne and Wear Fire and Rescue Service |
| Andrew Carton | - Locality Manager, Sunderland City Council |
| Hazel Clark | - VCS Network Representative |
| Maureen Crawford | - Director of Public Health, Sunderland City Council |
| Joe Cummings | - Station Manager, Tyne and Wear Fire and Rescue Service |
| Philip Foster | - Head of Care & Support, Sunderland City Council |
| David Groark | - Area Response Manager, Sunderland City Council |
| Mick Hall | - Neighbourhood Inspector City Centre & Millfield, Northumbria Police |
| Paula Hunt | - VCS Network Representative |
| Matthew Jackson | - Governance Services Officer, Sunderland City Council |
| Sarah Reed | - Assistant Chief Executive and Area Lead Executive, Sunderland City Council |
| Gillian Robinson | - Area Co-ordinator, Sunderland City Council |
| Nicky Rowland | - Area Response Manager, Sunderland City Council |
| Jamie Southwell | - Neighbourhood Inspector Sunderland East, Northumbria Police |
| Nicol Trueman | - Area Officer, Sunderland City Council |

Chairman's Welcome

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for Absence were received on behalf of Councillors Farr, Maddison and T. Martin along with Jen McKeivitt.

Declarations of Interest

There were no declarations of interest.

Minutes of the Last Meeting of the Committee held on 25th June, 2013

1. RESOLVED that the minutes of the previous meeting held on 25th June 2013 be confirmed and signed as a correct record.

Strengthening Families Presentation

Andrew Carton delivered a presentation on the work that had been done around strengthening families. He advised the committee of:-

- i) the context in which the Strengthening Families Programme would operate;
- ii) the underlying strategy supporting the programme including the Common Assessment Framework, Family Focus and the weekly meetings of the referral panels in each locality;
- iii) an overview of the Family Focus Project, its criteria and its development within the wider context of the Strengthening Families Programme;
- iv) the delivery model for the Strengthening Families Programme together with its links to the Community Leadership Programme.

(For copy presentation – see original minutes)

Councillor Wood queried the numbers of troubled families. The presentation had stated that there were 805 however it had also been stated that there were 108. Nonnie Crawford advised that 805 was the number for the whole city while 108 was the number for the East Area.

Councillor Forbes commented that while it was good to see that young people who were involved in crime were being targeted she felt that there was also a need to target parents who were involved in crime as they were likely to influence their children leading to the children committing crimes. Mr Carton agreed that they were linked issues and stated that police intelligence was used to identify problem families. He then went on to advise that nothing could be achieved without the agreement of families. Work was done to encourage people to change their behaviour using positive reinforcement; the law was able to be used to tackle antisocial behaviour or crime.

Councillor McClennan stated that in Hendon and amongst the Bangladeshi community there were often 3 generations lived together; she felt that there was a need to look at working with grandparents as well as they had an influence on the rest of the family. She also commented that it was assumed that families would cooperate with the agencies involved in the project

however problem families were unlikely to cooperate. She was also concerned that the public could see this as rewarding bad behaviour. Mr Carton stated that it was recognised that grandparents played a large part in family life and that they were sometimes a negative influence. He was optimistic that the project would be able to help problem families but he accepted that there would not be success with every family.

Councillor Errington referred to the sharing of information between agencies and advised that there was often a lack of sharing of key information and this was a problem with all organisations. Mr Carton stated that some of the communication issues had been resolved while others were still ongoing. He acknowledged that there was still a lot of work needed to be done.

Councillor Kay stated that he felt that this was a worthwhile initiative and he wanted to see it succeed although his initial instinct was that the project was more likely to fail than succeed as for some families' antisocial behaviour and crime were their lifestyle choice. He also referred to the carrot and stick approach and stated that some families had become conditioned to only respond to the stick and not the carrot. There was a need to look at the aspirations of families and family influences. Mr Carton advised that there had been some success stories so far and there had been positive changes in attitude.

2. RESOLVED that the presentation be received and noted.

VCS Progress Report

The East Area Voluntary and Community Sector (VCS) Network submitted a report (copy circulated) which updated the Committee on the work that had been done by the VCS network since the last meeting of the Area Committee.

(For copy report – see original minutes)

VCS Network Representatives Hazel Clark and Paula Hunt presented the report and advised that the network had met twice since the last meeting of the committee. They advised of the work done which included supporting the better than basic signage for the coastal path; improving the visual appearance of shopping centres and supporting the development of the online directory for adult social care.

The Chairman thanked Ms Clark and Ms Hunt for their update and it was:-

3. RESOLVED that the update from the VCS Network be noted.

Northumbria Police Update

Inspector Mick Hall presented the figures for the central area. He advised that there had been a significant increase in the number of crimes however there

had been a number of prolific offenders recently released from prison and while there had been an extra 170 crimes compared with last year; last year there had been a reduction of 1000 crimes on the year before.

Violent Crime had reduced by 6 percent while robbery had reduced by 29 percent and sexual offences had reduced by 11 percent. Acquisition crime had increased though with thefts from motor vehicles increasing by 68 percent and burglary other than dwellings had increased by 52 percent. This was mostly opportunist crime with CDs and Sat-Navs being stolen from cars and metal and tools being stolen from empty buildings and those being refurbished. Burglary from dwellings had increased by 6 offences. Shoplifting had reduced by 2 percent and would be targeted as part of Operation Soundwave. There had been 464 fewer incidents of antisocial behaviour, a reduction of 28 percent.

Inspector Hall advised that theft from vehicles and burglary other than dwellings were the highest priorities at the moment. He also advised that during Freshers week the police had been working with students to provide advice on personal safety and crime prevention; door staff were also being worked with to provide assistance for people who are vulnerable. There was also a 'spotlight on shoplifting' campaign where the 20 most prolific offenders were being targeted.

Councillor Errington queried whether the university still had a dedicated police officer; Inspector Hall advised that this was the case and the officer had been providing a significant amount of crime prevention and personal safety information to students.

Councillor Kay referred to the burglaries from commercial premises undergoing renovation; he asked whether any advice was provided to the contractors about site security. Inspector Hall confirmed that advice was provided and that one premises had been burgled three times and each time advice had been provided however the advice was often not followed.

Inspector Jamie Southwell then presented the figures for the east area, which included Ryhope, St. Michael's and Hendon Wards. He advised that it was a similar situation to in the central area; last year had been very successful and there had been a reduction of crime of 24 percent however this year there had been 13 additional crimes, an increase of 2 percent.

Violent crime had increased by 28 offences; although over the last few weeks there had been a reduction in violent crimes. Most of the violent crime was within the home rather than street violence.

Burglary had reduced with burglary from dwellings dropping by 4 percent and burglary other than dwellings reducing by 13 percent.

There was currently a focus on catching shoplifters and over the coming weeks there would be a different focus each week with theft of bikes; handling stolen goods and burglary other than dwellings being the main targets.

There had been a reduction in the amount of shoplifting however there had been problems at Morrisons following the implementation of a new store layout which had lead to opportunist thefts and also people leaving cash at the self service checkouts which was then stolen by the next customer. There was a problem with thefts of metal and garden furniture by youths looking for an easy way to make money; there had also been an increase in the number of people committing crimes who had not been in trouble with the police for a number of years, it was thought that this was due to the poor state of the economy and people becoming desperate for money.

4. RESOLVED that the update from Northumbria Police be noted.

Tyne and Wear Fire and Rescue Service Update

Joe Cummings introduced the update from Tyne and Wear Fire and Rescue Service. Prior to delivering the update he advised that this was likely to be his last meeting and he introduced Jeff Boath who would be taking over.

Mr Cummings advised that the problem of antisocial behaviour was still high on the agenda. He advised that there had been a reduction in the number of fires and provided the figures for primary and secondary fires. In July there had been 49 secondary fires and 3 primary fires. In August there had been 23 secondary fires however primary fires had increased to 8 due to an increase in vehicle fires. The problem had been reported to the LMAPS. A number of years ago East Sunderland had a reputation as the arson capital however there had been a lot of good work done to reduce the number of fires. Bonfire night was approaching and although the last couple of years had been quiet there was always an increase in the number of fires. Wheelie bins were also a problem as people left their bins out in the back lanes; there had been 8 wheelie bin fires this month.

Councillor McClennan referred to the recently introduced charge for collecting bulky waste and asked whether this had lead to an increase in the number of rubbish fires. Mr Cummings advised that it had been expected that there would have been an increase in the amount of waste left in back lanes and fire service staff had been reporting dumped waste so that the Council could remove it. There had been an increase in the amount of waste dumped and the situation was being monitored. Councillor McClennan then added that she was concerned that the savings would not be realised as there would be an increase in flytipping and fires. She also referred to the 'skip week' that was being organised by Home Housing which would allow residents to dispose of bulky waste without charge.

Councillor Errington referred to the problem of bins being left out in the Chester Road area; it was a problem on both the Millfield and Barnes sides of the road and the bins were often left in the back lanes for the whole week. Mr Cummings advised that Mr Boath would be liaising with his counterpart in the West Area to tackle the issue. It had always been a problem; people would

often put their bins out the night before collection and then forget to bring them back in again.

Councillor Price queried whether there was a problem with commercial bins being set on fire as these were often left out all week. Mr Cummings advised that he did not have specific figures for this however the problem did seem to mostly be domestic wheelie bins. Nicky Rowland added that commercial bins tended to be made from metal and as such any fire would be contained unlike plastic wheelie bins which would melt.

5. RESOLVED that the update from Tyne and Wear Fire and Rescue Service be noted.

Place Board Progress Report

The Chair of the Place Board submitted a report (copy circulated) which provided an update on the progress against the Place Board's Work Plan for 2013/14.

(For copy report – see original minutes)

Councillor Scanlan, in her role as chair of the Place Board, introduced the report and welcomed the Area Response Managers, David Groark and Nicky Rowland, who would be providing an update on the work done in the area.

David Groark presented the update on the city centre; he advised that there had been a number of roads closed to allow maintenance to the verges and central reservations. The trees on Sans Street had been cut back to reduce the possibility of antisocial behaviour. The demolition of Crowtree Leisure Centre would be commencing soon and the street furniture from this area had been relocated. There had been jetwashing of pavements carried out to remove chewing gum and other dirt. Preparations were underway for the start of the winter planting programme.

Nicky Rowland introduced the update for the rest of the area; there had been a lot of work done dealing with the impact of the introduction of the charge for bulky waste collections. The goalposts which had been installed as part of the FA National Game Strategy had been a huge success with them being used regularly. The works under the Gateway 1 project had been completed however the bulbs planted on the roundabouts at Doxford had not grown. Work was still ongoing around the nuisance parking at Gordon Terrace Ryhope and the possibility of landscaping the area to prevent nuisance parking was being investigated.

Councillor Mordey referred to the dog control orders and asked that Members complete and return the matrix provided to them as soon as possible so that the most appropriate actions could be identified. Ms Rowland added that enforcement of the orders was being looked into; it was felt that giving all front

line staff enforcement powers would be the most appropriate way of implementing whatever enforcement may be necessary.

Councillor Scanlan advised that the works under the gateway 1 project at Holly Court had not yet started; there had been a meeting with the landscape artist and the residents association and the tree planting would be taking place during October and November.

On the Gateway 2 programme Ms Trueman advised that there had been several meetings around improving shopping centres and the areas which needed work had been identified. A workaround had taken place and there had been 16 issues identified. Work would be done with various council departments to address the issues raised.

Councillor Scanlan then referred to the walk and talk programme; there had been a focus on the good things that were happening in the area and at each walk and talk there had been a meeting with young people in the area. Members were asked to consider what activities they may need within their area.

6. RESOLVED that the report and work plan be noted.

People Board Progress Report

The Chairman of the People Board submitted a report (copy circulated) which provided the committee with an update on the progress against the People Boards Work Plan for 2013/14.

(For copy report – see original minutes)

Councillor Emerson, Chair of the People Board, introduced the report and advised of the work that had been done by the board since the last meeting of the area committee. the areas of work carried out by the board included influencing the development of library services; re-commissioning of Children's Centres; the continued use of the XL Youth Villages; the introduction of youth commissioned contracts; delivering roadshows to help get young people who were currently NEET into work, education or training; and the transformation of adult social care. The detail of the work was set out in paragraph 3.1 of the report and the work plan was at annex 1.

Andrew Carton updated the Committee on the NEET roadshows; there had been a lot of work done to arrange the roadshows and despite the low turnout there had been a lot of positive outcomes from the roadshows.

Philip Foster advised that the mapping exercise in relation to Adult Social Care and Community Connectors was nearly complete. He advised that there was now one directory for setting up packages of care for adults. There was a desire to work with the Clinical Commissioning Group to develop services and

it was felt that an event to bring together the agencies involved would be beneficial.

Nonnie Crawford informed the Committee of the wellness service review. She advised that the Council had a mandatory responsibility for the provision of certain services which included sexual health services, including the provision of free contraception and STI awareness. There were difficulties with reaching all of the target groups and there would be a stakeholder meeting held which members could attend if they wished. She also advised that the numbers smoking had reduced and teenage pregnancy rates had reduced.

7. RESOLVED that the report and work plan update be noted.

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

The Chief Executive submitted a report (copy circulated) which provided Members with the financial statement for the allocation of Community Chest and SIB.

(For copy report – see original minutes)

Nicol Trueman presented the report and advised Members of the financial statements which were set out in paragraphs 2.1 and 3.1 and advised of the previously approved Community Chest applications which were detailed in annex 1 of the report.

There were two applications for SIB funding totalling £49,753 which were detailed in annex 2 of the report. There was also a request for SIB funding of £108,400 for the Gateway 2 – Shopping Centres project, the Committee received a verbal update on this project including details of how the funding would be spent should Members approve it. In addition Members were asked to note that £6000 of SIB funding had been allocated to the Walk and Talk programme for the City Centre as a delegated decision.

8. RESOLVED that:-
 - a. The financial statements for Community Chest and SIB be noted.
 - b. The 14 approved Community Chest applications set out in Annex 1 be noted.
 - c. The SIB requests be approved.

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

(Signed) E. BALL,
Chairman.

20th JANUARY 2014

**REPORT OF THE EAST VOLUNTARY AND COMMUNITY SECTOR (VCS) AREA NETWORK
VCS PROGRESS REPORT**

1. Purpose of the Report

1.1 The report provides an update with regard to the East Area Voluntary and Community Sector (VCS) Network.

2. Background

2.1 To develop the capacity and influence of the VCS across the City, Area Networks have been established and delegates represent each Area Network at Area Committee taking forward issues on behalf of the whole VCS in the area, reporting on area priority delivery by the VCS, and reporting back, providing a two-way flow of communication.

2.2 East Area VCS Network delegates will present a report to each Area Committee meeting informing Members of activity, progress, issues and concerns of the sector.

3. East Area VCS Network Progress Report

3.1 The East Area VCS Network has met twice since the last Area Committee in September 2013.

- VCS Organisation who expressed an interest in supporting the Area Committee deliver actions have been holding working group meetings on specific priorities / projects, to support the Area Committee / Boards in their work plans. This has involved:-
 - i) Supporting the better than basic signage project for the coastal path,
 - ii) Gateway I: Improving the visual appearance of the main roads leading into the City Centre.
 - iii) Gateway II: Improving the visual appearance of the shopping centres across the East area, and
 - iv) Walk and Talk / Love Where You Live Programme.
- VCS Area Network, in partnership with the East Area Forum, received presentations:
 - SITA funding,
 - Benefit changes and the welfare reform,
 - Health Watch,
 - Blue Watch Youth Centre, and
 - Sustainable Communities.
- Discussions are on-going between the East Area Forum and the East VCS Area Network on future working arrangements.
- Concerns were raised regarding the increase in accommodation units being establishing in the city centre, when there is an existing underused market on single type dwellings. The matter has been referred into the Hostel Strategy Working Group.
- The network raised the issue of enhancing access to procurement opportunities from the council. The Councils Corporate Procurement Team have agreed to attend a future Network meeting to discuss the matter further.

4. Recommendation

4.1 Members are requested:-

- (a) To note the contents of the report and issues raised by the East Area VCS Network.

Contact: Paula Hunt, Co-Vice Chair Area Network Representative
Email: paula@paulahunt.wanadoo.co.uk

Hazel Clark, Area Network Representative.
Email: hazelclarkcc@yahoo.co.uk

Jen McKevitt, Area Network Representative
Email: jmckevitt@backonthemap.org

20th JANUARY 2014

REPORT OF THE CHAIR OF THE PLACE BOARD

Place Board Progress Report

1. Purpose of Report

1.1 The report provides an update of progress against the Place Board’s Work Plan for 2013/14.

1. Background

2.1 In April 2013 the Local Area Plan’s priorities associated with Place were referred to the East Sunderland Area Place Board to action on behalf of the Area Committee. The Place Board has started to initiate action on those priorities and **Annex 1** outlines progress to date.

3. Key Areas of Influence/Achievements

3.1 Outlined below is a summary of the key areas of influence / achievements of the East Sunderland Area Place Board up to 31st December 2013.

Action Taken	Outcome
Responsive Local Services	
Dog control orders	<p>Information regarding Dog Control Orders has now been received from all Area Place boards detailing the area requirements and specific requests for the control of dogs across all regeneration areas.</p> <p>The City Wide Dog Control Orders have been drafted, taking into consideration the recommendations and requests received from Area Place Boards and incorporating all of the following areas:-</p> <ul style="list-style-type: none"> • open spaces, • sports facilities, • cemeteries, • play areas, parks, • gardens • public amenity areas <p>The detail of each area specific Dog Control Order is currently being shared with Place Board and Legal Services. Once approved, formal consultation will begin with members of the public prior to formal implementation. The consultation period is no less than 28 days. Attached is a copy of the matrix for all areas for discussion and consideration.</p>

Area Priority: Gateway Programme Two

To improve the visual appearance and reputation of secondary shopping centres across the East area.

- In October surveys were carried out in all four shopping centres with local traders, to understand their perception on the environmental characteristics and their top three priorities, the findings are:

Ward	Good	Bad	Priorities
Hendon	Close knit community	Dog fouling	1. Parking 2. Shop fronts 3. Increase variety
Millfield	Reduction graffiti and dog fouling	Car Parking	1. Parking 2. Litter 3. Fly tipping
Ryhope	Occupied residential properties	Vacant commercial properties	1. Vacant commercial properties / Parking 2. Dog fouling / shutters / signage
Grangetown	Street Lighting	Car Parking	1. Parking. 2. Shutters / signage 3. Vacant commercial properties / litter

- Parking was indicated as a key priority from all local traders within the East. In December 2013, a meeting was held with Network Management to propose recommendations on the way forward. These are:
 - Hendon, Vilette Road: The shopping centre is referred to network management to investigate options on how to improve car parking.
 - Millfield, Hylton Road. Further information is received from Network Management on the existing review of parking arrangements.
 - Ryhope, Ryhope Street South: The shopping centre is referred to network management to investigate options on how to improve car parking, including approaching local organisations and discuss the feasibility of developing shared car parking, additional support may need to be sought from colleagues in Responsive Local Services and Land and Property.
 - Grangetown: car parking is being addressed by the Ryhope Route Action Plan.
- Next steps will involve meeting with relevant service managers to agree a schedule of works which will improve the visual appearance of the centres e.g. road marking, painting street furniture, etc. The programme will be shared

	<p>with Committee members.</p> <ul style="list-style-type: none"> • The feedback on areas of concerns i.e. dog fouling in Hendon will be shared with relevant services areas to address as core business. • The results of the survey have assisted in identifying which traders are interested in improving their shop fronts. Each unit will be assessed against an agreed criteria, with a view of approaching relevant traders to start discussions on how and what the Council can do to support tidying up the shop fronts.
Coastal Path	
<p>To deliver a better than basic signage project to support the installation of the coastal path along Hendon and Ryhope.</p>	<ul style="list-style-type: none"> • In December 2013, a series of public community engagement events were hosted with the general public and local primary schools delivered in partnership with Living History North East and Durham Heritage Coastal Partnership. • The aim of the consultation exercises was to identify what product would be suitable to be located at each decision point, as well as agreeing materials and themes. • Feedback was provided to the coastal path working group, which helped inform discussion and agreement around next steps. • In total 14 'decision' points were identified along the route, each bringing with it a suggested product / theme, see annex 2. • Area Committee are requested to note the progress.

4. Recommendation

Committee are requested to:-

- (a) Note the report, and the Place Board's work plan update (Annex 1 and 2).
- (b) Network Management are requested to investigate options on how to improve parking management at Vilette Road and Ryhope Street South, and provide an update to the East Place Area Board on the existing review of parking management at Hylton Road.

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

Annex 1 East Sunderland Area Place Board Work Plan
 Annex 2 Coastal Path

PLACE BOARD PRIORITIES - Area specific contribution to Corporate Outcome Framework and the Transformation of Council Services

Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?
1 Responsive Local Services - Streetscene	To influence delivery of responsive local services in the East	Monthly basis	Work with Area Response Manager to identify opportunities to influence service; Review existing service scope and re-consider how members can influence future delivery - particularly focusing on agreement of programmed activities and the implementation of Dog Control Orders	As required	G	Ongoing reports and issues are discussed at each Place Board, with options / recommendations for improvements being presented to Area Committee, as and when required. ONGOING	
2 Highways Maintenance	To influence the highway maintenance programme in the East	Dec 2013 to outline the 2014/15 process Feb 14 for detailed discussion March 14 to agree proposals	Members to reflect upon success and influencing role of 2012/2013 Capital Programme; Members to feed in views to prioritise works for inclusion in the annual Capital Programme;	April 2014 (provisional)	G	Draft list of proposed roads to include in next years programme established, which will receive updates after discussion at February Place Board. Final proposals for the programme will be agreed at the March Place Board for discussion and approval at April Area Committee before being referred to Highways Programme in Jan 14.	
3 Public Protection and Regulatory Services	Consideration to be given to potential alignment of the services with the Board. Services in scope including trading standards, food standards, pollution control, pest control and licensing	Nov-13	Establish understanding of services delivered at a local level; Look to develop early intervention activities which support vulnerable groups within the locality	As required	n/a		
4 Section 106	Give consideration to how members can influence the refinement of policy in order that they are involved earlier to influence how S106 could be used and member involvement on individual cases thereafter	tbc	tbc	tbc	n/a		
5 Parking Management Schemes	Members to be consulted on Parking Management Schemes should they be proposed for the area	As required	As required	As required	n/a		
6 Local Development Framework (LDF), Core Strategy and associated documents	Members to be consulted on process for the review of the Strategy, share views and feed into the public consultation process	Jul-13	Members to bring local knowledge to inform the development of the future policy	Not applicable	G	Briefing completed for East Place Board and public consultation exercise underway. Relevant feedback to be provided at the end of the consultation exercise.	
7 Housing Renewal	Consideration to be given to how the board could inform the development of annual delivery plans and identify local hot spots for target action	tbc	tbc	tbc	n/a		
Additional Area Priorities							
1 Walk and Talk Programme	To undertake walk and talks in the area to identify issues and improvement activity with local people. a quarterly basis across the area.	Oct-13	A programme of positive activities is to be delivered across the East Area, complement the 'Love Where You Live' campaign.	n/a	G	The programme has delivered nine projects since the last meeting, ranging from planting a lavender hedge to hosting a fair trade café. Over the next three months a further ten projects are proposed to be delivered. SIB balance remaining is £7,303.	
2 Gateway II - Shopping Centre	Gate way II - Improve the visual appearance of the secondary Shopping Centres to enhance the reputation of the area.	Sep-13	Develop and deliver a programme of improvement activity to enhance the appearance of a range of the secondary shopping centres located across the East area	Sep-13	G	Area Committee approved £108,400 SIB. In October surveys were carried out with local traders. In November workshops have been held to feedback the results and discuss further options. In January a programme of works will be planned, ready to commence the works post April 2014.	

G	Progressing on target
A	Progressing but behind schedule (with plans in place to action)
R	Not progressing

East Area Coastal Path: Interpretation Point and Draft Material Concepts

Decision Point	Majority Option	Estimated Cost	Comments
1. Wearmouth Bridge	Clean, paint and refresh existing panel.	£2,500	<ul style="list-style-type: none"> • Make the sign stand out a bit or people will just walk right by it. • New graphics, pontoons, digital links.
2. Panns Bank Wall	Historical theme	£8,000	<ul style="list-style-type: none"> • History of the river corridor. • Codex were produced in Sunderland and transported to Rome in Benedict Biscop's time, Assassins Creed is based on the codex.
3. Boars Head	Rail mounted panels	£3,000	<ul style="list-style-type: none"> • Industrial and social history, including divers, local stories i.e. Peggy Potts.
4. Port	Art work using ship's chain, anchor, coal grab	£2,000	<ul style="list-style-type: none"> • Information about the port and Sunderland would be very interesting. • Art catches more attention / prettier.
5. Town Moor	Three panels with themes on local heritage (NB: Need to seek advice from planning)	£9,000	<ul style="list-style-type: none"> • Geocaching / Digital links. • Heroes, Horrors and Houses of Old Sunderland. • Welcome, directions to local historical points. • Promote 1 mile circular route away from the coastal path into Hendon.
6. Raily	Upright steel / timber rail line with simple information on east verge.	£1,500	<ul style="list-style-type: none"> • Transport, Park Lane Interchange, Mowbray Park and Winter Gardens. • Distance / time.
7. Commercial Road	Art work on wall	£2,000	<ul style="list-style-type: none"> • Sea related theme.
8. Hendon Beach	Clean tiles Basic sign saying welcome to Hendon Beach	£1,000	<ul style="list-style-type: none"> • Make it bright and appealing to people.
9. Grange pub	Limestone block with panels	£3,000	<ul style="list-style-type: none"> • Connect people to the beach. • Have information about the beach on. • Greater awareness between Grangetown and beach. • Distance / Time.
10. Toll Bar	Limestone block with panel on main road directing people onto Toll Bar	£1,500	<ul style="list-style-type: none"> • Distance / time. • Heritage coast line / local tales.
11/12. Ryhope Village	Limestone block with panel on main road directing people onto the beach. Install panel at exit of the tunnel (closest to the beach) Oak seat	£1,500 £3,000 £1,000	<ul style="list-style-type: none"> • Changing coast, rock pools, local tales, imagery, digital links. Distance / time.

13.	Ryhope Dene Cliff	Oak seat	£1,000	<ul style="list-style-type: none"> • Put a message on the seat / postcard sign. • Weak area at risk of erosion.
14.	Ryhope Dene Road	Oak themed panel Next to beach safety sign	£3,000	<ul style="list-style-type: none"> • Welcome to Sunderland / Thanks for visiting Sunderland hope to see you soon. • Heritage coast line, agriculture, wild life, fauna and flora. • Encourage 1 mile circular route away from the coastal path into Ryhope.
Total			£43,000	

20th JANUARY 2014

REPORT OF THE CHAIR OF THE PEOPLE BOARD

People Board Progress Report

1. Purpose of Report

- 1.1 The report provides an update of progress against the People Board's Work Plan for 2013/14.

2. Background

- 2.1 In April 2013 the Local Area Plan's priorities associated with People were referred to the East Sunderland Area People Board to action on behalf of the Area Committee. The People Board has started to initiate action on those priorities and **Annex 1** outlines progress to date.

3. Key Areas of Influence/Achievements

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the East Sunderland Area People Board up to 31 December 2013.

Action Taken	Outcome
Library Services	
Influencing the future provision of community based library services	<p>The development and delivery of a programme of community based outreach activity has commenced.</p> <p>The library service has established a Community Engagement Officer for each local area to continue to develop the delivery of community based activity and programmes in partnership with the East VCS Network.</p> <p>The community assets transfer policy is being applied to both Hendon and Doxford Park library. The deadline for VCS organisations to express an interest in leasing the buildings from the Council closed in December 2013. All business plans submitted are being assessed. It is the intention to transfer the former library buildings over to a suitable tenant from April 2014.</p>
Welfare Reform	
Understanding the current position with the Welfare Reform agenda	<p>Members received a presentation at the November People Board which outlined changes to the welfare system and their relative impact on residents in Sunderland, particularly in the East of the city.</p> <p>Members provided input into future support networks for the agenda through local voluntary sector groups to deal with the impact of further reforms particularly in relation to vulnerable people in crisis situations.</p>

	<ul style="list-style-type: none"> iii) February 2014: Workshop is held to discuss outcomes and agree interested parties who will deliver the necessary outcomes. iv) February / March 2014: Develop project proposal. v) April 2014: Area Committee are presented an executive project proposal for consideration. • The outcomes will focus on four work streams:- <ul style="list-style-type: none"> i) Work experience for 14-16 year olds ii) Work pairing for 16-19 year olds iii) Carer guidance for 14-19 year olds iv) Top up grant for apprenticeships for 16-19 year olds. • The East People Area Board are recommending that East Area Committee align £120,000 of SIB to reduce the number of NEETs living in the East and a further £2,500 of SIB to deliver five NEET road shows. See item 5 for further information and approval request.
Transformation of Adult Social Care:	
<p>Raising Awareness of Services Available:</p> <p>Interim online directory and impact analysis.</p>	<ul style="list-style-type: none"> • It is programmed in the next quarter that an interim online directory will be launched and become a valuable tool across the area, used by all sectors and the community to help manage demand for social care services. • The People Board recognised that, as changes will occur regularly, maintaining the information will be essential to ensure that the directory is a valuable tool. Therefore a corporate working group has been established to consider in the longer term how this information is managed. • An impact analysis was carried out to identify what the implications would be if the Council's Customer Service Network Call Centre signposted and referred customers into services included in the directory. • Nearly 200 services were contacted and surveyed. The results found that the majority of the services have the capacity to increase their membership without an impact being felt, and welcomed the opportunity to be involved in an on-line directory. • Where services did not have the capacity to increase membership, the issues related to - extra equipment and more volunteers being needed to staff sessions, and in some cases larger venues and assistance in developing a website was mentioned. • The East People Area Board are recommending that East Area Committee approve £30,500 SIB 2013 / 2014 to purchase extra equipment to support the delivery of those services included in the directory to cope with the possible impact of an increased membership. As well as, delivering a small grants scheme for community groups who do not employ staff. See item 5 for further information and approval request.
<p>Increase social wellbeing by reducing social.</p> <p>Community Connector</p>	<ul style="list-style-type: none"> • From the organisations which were surveyed, 35 expressed an interest in nominating a Community Connector. • It is proposed that the opportunity to become a Community Connector is opened up to the wider East Area Committee and East VCS Area Network, with a view of launching the role, once the online directory is 'live'.

4. Recommendation

Committee are requested to:-

- (a) Note the report, and the People Board's work plan update (Annex 1)
- (b) Note the recommendations from the People Board to align £120,000 SIB and approval £33,000. (see Item 5)

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Annex 1 East Sunderland Area People Board Work Plan

strate Outcome Framework and the Transformation of Council Service:

	Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?
1	Support the Delivery of the Health and Well Being Strategy: Transformation of Adult Social Care	To influence how services might be delivered in the future	Jun-13	Develop community directory; Identify gaps and opportunities to enhance community provision.	tbc	G	see Transformation of Adult Social Care local area priority below	
2	Early Years Intervention and Locality Services	To influence service delivery in the East	Oct-13	Work with Locality Manager to identify opportunities to influence services; Specifically monitor and influence the delivery of activities for young people	As required	G	Update to be provided on Youth Contracts, Children Centres, NEETs and XL Youth Villages in Oct. ONGOING	
3	Re-commissioning services in Children's Centres for 2014	To influence service provision in the East as of April 2014	Jul-13	Bring unique understanding of communities to identify options for future delivery	Sept 2013 (update only)	G	Board received presentation in July 2013 and requested via email to provide responses to consultation by 6.9.13:- The request asked for suggestions for any services/programmes that can improve health in the East and narrow the gap between the east and the rest of the City. Ideas to influence and increase in participation in parenting skills. Ideas to influence an increase in volunteering opportunities available through Children's Centres or signposting services, consider whether creche facilities are an issue in the Children's Centre are they sufficient to encourage take up or programmes or is it a barrier?	
4	Influencing re-commissioning of Youth Contracts for 2015	Influence Youth Contract Provision from April 2015	July 2014 (tbc)	Receive regular updates on youth provision as part of Locality Managers board reports to provide evidence base for future re commissioning	September 2014 (tbc)	G	Update to be provided on Youth Contracts, Children Centres, NEETs and XL Youth Villages in Oct. ONGOING	
5	LMAP's - review and links with Area Arrangements	To ensure the board understand the outcome of the review and the impact on linkages with Area Arrangements	tbc	tbc	tbc	n/a		
6	Library Services	Stage 2 consultation - opportunity for members to influence transformation of a reading and learning information service	Jun-13	Members to feed in potential venues in the area for Community Book collections and reservations, outreach programmes and use of buildings	September 2013 (update only)	G	Members fed in proposals to Service Area to be incorporated as far as possible in proposal to Cabinet on 4th September. Proposals included potential locations for book collections, reservations and outreach programmes in wards and provided comments in relation to changes to provision	
7	Lifelong Learning	To consider how members can influence the commissioning of activity utilising Family Adult and Community Learning Funding (FACL) available in 2014/15'	Nov-13		tbc	n/a		

8	HHA Commissioned Grant	To work with boards during 2014/15 to contribute to the commissioning approach which will take place Sept-March 14/15. (to influence 15/16 allocation)	Jan-13	tbc	tbc	n/a		
9	Child Health/Obesity	Consideration to be given to opportunities where members/officers/relevant partners can work together to understand the local context and how community leadership can help reduce obesity	tbc	tbc	tbc	n/a		
10	Health Funding - £20k per area	To allocate against Health priorities	tbc	tbc	tbc	n/a		
11	Intergrated Wellness Service Review	A stakeholder event is being arranged for November 2013 and as such it is proposed that the item is discussed at the October People Board meeting allowing members time to discuss and feed in views via Area Chair and People Board Chair who will be in turn invited to the stakeholder event'.	Nov-13	Members to feed issues in their local area to influence the content and future delivery of the Integrated Wellness Model	n/a	n/a	Chair of the People Board represented members views at a stakeholder event on 15th Nov. Ideas and suggestions from the event will be used to form the basis for further discussions with the board to establish the new model.	
12	Strengthening Families - Family Focus	Consideration to be given to how the board could influence the Strengthening Families - Family Focus	tbc	n/a	Sep-13	G	Presentation to be given to Area Committee in september to outline what the strengthening families programme is and how workplan activity can influence and support	
13	Welfare Reform	Consideration to be given to how the board could influence/take actions	Oct-13	Members to feed in issues in their local area and activity to influence the welfare reform agenda	tbc	G	Presentation to be given to October People Board	
14	Anti-social Behaviour	Consideration being given to how members can influence a more bespoke approach to ASB	tbc	tbc	tbc	n/a		
Additional Area Priorities								
1	Transformation of Adult Social Care.	To raise awareness of services available	Ongoing	Host ward meetings with Councillors and key stakeholders within the area to map out services. Collate information and establish an accessible directory which acts as a focal point for residents and service providers to access and share information about resources, services and activities happening across the area	Sep-13	G	Ward meetings held with stakeholders. Surveys and RAG exercise completed with 232 VCS groups.	Y
			Sep-13	Encourage information sharing via the Community Connectors model by identifying key individuals to act as a contact point in the neighbourhood. Consider possible issues, e.g., capacity issues, training needs, financial implications, ongoing support to Community Connectors, etc.	Jan-13	G	35 Community Connectors identified. Proposed to approach VCS Area Network and Area Committee members to increase this figure. Launch Spring 2014.	
			Sep-13	Launch directory and community connectors as a hub to share information, promote services and encourage partnership working.	n/a	G	Work carried out on collating contact details and information for services relating to adult social care. On-line directory to be launched February 2014	

		Increase social wellbeing by reducing social isolation.	Sep - Dec 13	Following on from the mapping exercise continuously promote social activities, hobbies and clubs to the areas most isolated, i.e. vulnerable older people to encourage attendance and participation in local provision, via Area Networks, CCGs, etc.	n/a	G	Once Directory launched officers/partners will be encouraged to target the area's most vulnerable and continuously promote information on events and activities being delivered in the East, via the Community Connector model.	
			Sep 13.	Identify what existing services may need additional support to cope with an increase in customers/membership and produce options for the Area	Jan-14	G	Area Committee are requested to approve £30,500 to enable groups to purchase extra equipment and also to deliver a small grants scheme to community groups	
			Sep-13	Identify what new services or activities maybe required to support the transformational of adult social care. Produce an Optional Analysis for consideration and influence.	Jan-14	G	Cilrs have started to consider gaps in their communities, proposals will be discussed at Jan/Feb meeting.	
		Support communities to cope with dementia.	Nov-13	Support national campaigns to be delivered locally to raise awareness on the early signs of dementia, and the risk factors associated with it.	Jan-14	A	Works are being delivered by NHS, CCG and the Council. Proposed to gather further information via area Health Team and consider next steps.	
				Use a range of interventions that help people and families live well with dementia, i.e. Dementia Cafes.	Sep-13	G	SIB funded a community kitchen which will link into the Seafayers Way dementia extra care scheme once building works are complete.	
2	A Safer East Sunderland	Tackling Crime	Sep-13	To continue working in partnership at the Area Boards, Area Network, LMAPs and PACT meetings with Northumbria Police, Tyne and Wear Fire Services, Registered Social Landlords and others, to reduce crime.	n/a	G	Inspectors invited to January 2014 People Board meeting.	

G	Progressing on target
A	Progressing but behind schedule (with plans in place to action)
R	Not progressing

**EAST SUNDERLAND AREA COMMITTEE
20th JANUARY 2014
EXECUTIVE SUMMARY SHEET – PART I**

Title of Report:

Community Chest and Strategic Initiative Budget (SIB)
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 Strategic Initiative Budget (SIB) and note allocations awarded Community Chest grant.

Description of Decision:

The Area Committee is requested to approve the following from the 2013/14 budget:-

- (a) Note the financial statement set out in 2.1 and 3.1.
- (b) Note the 18 approved Community Chest applications. (Annex 1)
- (c) Agree to align £120,000 SIB 2013 / 2014 to reduce the number of NEETs in the East. (Annex 2)
- (d) Agree £2,500 SIB 2013 / 2014 to deliver five ward NEET road shows. (Annex 3a)
- (e) Agree to approve £30,500 SIB 2013 / 2014 to purchase equipment to support the delivery of services included in the interim online directory, and deliver a small grants scheme to community groups who do not employ staff. (Annex 3b)

Is the decision consistent with the Budget/Policy Framework?

Yes

Suggested reason(s) for Decision:

The Area Committee has been allocated Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Work Plan and 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:

Is it included in the Forward Plan? No

20th JANUARY 2014**REPORT OF THE CHIEF EXECUTIVE****Community Chest and Strategic Initiative Budget (SIB)
Financial Statement and Proposals for further allocation of Resources****1. Purpose of the Report**

- 1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan and work 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 update position on progress in relation to allocating Community Chest and SIB.

2. Community Chest

- 2.1 The table below shows the financial position following the meeting in September 2013.

Community Chest Financial Statement 2013/2014

Total Community Chest for 2013/14	£50,000
Rolled over from 2012/13	£14,922
Starting Balance for 2012/13	£64,922

Ward	Budget	Returned	Approvals	Balance
Doxford	£14,079	£0	£3,258	£10,821
Hendon	£9,521	£0	£5,705	£3,816
Millfield	£19,080	£0	£10,500	£5,506
Ryhope	£11,555	£0	£3,544	£8,011
St Michaels	£10,687	£0	£8,467	£2,220
Balance	£64,922	£0	£31,474	£30,374

- 2.2 Since the September 2013 meeting, a total of 18 applications have been approved. Members are requested to note the above financial statement and the record of approvals for Community Chest between September – December 2013, as set out in Annex 1.

3. Strategic Initiatives Budget (SIB)

- 3.1 The table below shows the financial position following the meeting in September 2013.

SIB Financial Statement 2013/14

Total SIB for 2013/14	£277,456
Rolled over from 2012/13	£145,222
SIB Starting balance for 2013/14	£422,678

Priority	Project	Approval Date	Income	Allocation	Balance
Coastal Path	Better than Basic Signage	22.04.13		£50,000	£372,678
Early Intervention and Locality Working	NEET Road shows	25.06.13		£2,500	£370,178
Walk and Talk Programme	Walk and Talk- City Centre	01.07.13		£6,000	£364,178
Walk and Talk Programme	Doxford Improvements	16.09.13		£30,053	£334,125
Adult Social Care	Buildings Futures Community Kitchen	16.09.13		£19,700	£314,425
Gateway II	Gateway Phase II Shopping Centre	16.09.13		£108,400	£206,025
Remaining balance			£0	£216,653	£206,025

3.2 Since the last Area Committee in September 2013, £206,025 SIB remains to be allocated against area priorities for 2013 / 2014.

3.3 There is one project proposal seeking endorsement from Area Committee to align £120,000 SIB 2013 / 2014 to reduce the number of NEETs in the East, with a defined project proposal being presented in April 2014 for further consideration, as set out in Annex 2.

3.4 There are two project proposals seeking endorsement from Area Committee, as set out in Annex 3, these are:

- | | | |
|-----|------------------|---------|
| i) | NEET Road Shows | £2,500 |
| ii) | Little Bit Extra | £30,500 |

Total	£33,000
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3.5 The total amount seeking alignment is £120,000 and approval is £33,000, if all are approved by Area Committee this would leave a balance of **£53,025** SIB with one Area Committee remaining during 2013 / 2014.

4. Recommendations

Committee are requested to:-

- (a) Note the financial statement set out in 2.1 and 3.1.
- (b) Note the 18 approved Community Chest applications, (Annex 1).
- (c) Agree to align £120,000 SIB 2013 / 2014 to reduce the number of NEETs in the East, with a further project proposal being presented at a future meeting for consideration. (Annex 2)
- (d) Agree to approve £2,500 SIB 2013/2014 to deliver NEET road shows across the East area. (Annex 3, a)
- (e) Agree to approve £30,500 SIB 2013 / 2014 to purchase equipment to support the delivery of services included in the interim online directory, and deliver a small grants scheme to community groups who do not employ staff. (Annex 3, b)

Annex 1: Community Chest Approvals September to December 2013
Annex 2: Outline of project proposal to reduce the number of NEETs in the East
Annex 3: Executive Summary for SIB project proposals

Background papers: Community Chest Applications and Schedules
SIB Evaluation Form: NEET road shows July 2013
East Area Directory Survey Results

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Community Chest: Financial Statement 2013-14 September and December 2013

Doxford Ward Budget	£14,079		
Project	Approval Date	Returned	Approvals
Naughton Solicitors FC	05.09.13		£987.80
Doxford Park Community Bowls Club	03.10.13		£320.00
Remaining balance		£0	£10,821

Hendon Ward Budget	£9,521		
Project	Approval Date	Returned	Approvals
Living History NE	05.09.13		£800.00
Sans Street Youth & Community Centre	05.12.13		£540.00
Foodbank @ Bethany City Church	05.12.13		£350.00
Remaining balance		£0	£3,816

Millfield Ward Budget	£19,080		
Project	Approval Date	Returned	Approvals
City Centre Residents Association	05.09.13		£450.00
Willow Pond FC	05.09.13		£1,500.00
Deptford & Millfield CA	07.11.13		£374.00
Muriel Harrison Dancers	07.11.13		£500.00
Friends of Open House	17.12.13		£2,200.00
Remaining balance		£0	£5,506

Ryhope Ward Budget	£11,555		
Project	Approval Date	Returned	Approvals
Wadham Court Social Fund	03.10.13		237.40
Ryhope Remembrance Parade	28.10.13		432.00
St Patricks Youth Group	28.10.13		850.00
Remaining balance		£0	£8,011

St Michaels Ward Budget	£10,687		
Project	Approval Date	Returned	Approvals
SSAFA	05.09.13		£150.00
Sunderland Ladies Probus Club	05.09.13		£900.00
St Michaels Ward RA	03.10.13		£550.00

31 Sunderland St Nicholas Look Wider Group	03.10.13		£440.00
33rd Sunderland Brownies	07.11.13		£982.00
Remaining balance		£0	£2,220

Outline of project proposal to reduce the number of NEETs in the East

Background

On behalf of the East People Area Board, the East Locality Team for Early Intervention carried out a mapping exercise of the number of NEETs residing in the East area. The exercise considered the causes, barriers and existing provision in the area. The results, shown below, supported informed discussions and contributed towards the project proposal.

- (i) Evidence of good working practice exists within in the East with young people engaging but this seems to have slowed down post 17-19 year olds over the last 12 months due to reductions in both public and VCS sector funding / grant allocation and restructures, with future changes expected during 2014.
- (ii) Young people need remuneration or incentives to participate in education, employment or training.
- (iii) There are ample opportunities for those just leaving school, and seeking training at 16 and a number of providers offering Personal Development programmes, Foundation Learning and apprenticeships. However, some employers have reduced staffing levels, bringing along with it a risk that basic level jobs will be filled by those with intermediate level skills or those with more experience making it more difficult for school leavers to secure employment.
- (iv) Closer working relationships with Job Centre Plus are evident and information sharing has been improved between Connexions hub staff and contracted youth commissioned providers and other locally based youth providers.
- (v) There is training provision in the area and there are good transport links to training in other parts of the city.
- (vi) There is a lack of awareness of what career guidance is provided by educational establishments within the area.
- (vii) It would appear that although some young people have participated in several programmes they have not achieved any further qualifications or vocational qualifications that would help them gain employment.

Current Position

The table below indicates the latest statistics on young people who are NEET living in the East, as at December 2013. It is worth noting that this figure alters on a weekly basis, but does provide Committee with a general position statement.

Ward	Total
Doxford	13
Hendon	55
Millfield	36
Ryhope	33
St Michaels	21
Total	158

NEET Actively Seeking	90
NEET Not Available (Teenage parents, illness, pregnancy)	36
Unknown	32
Total	158

Male 83

Female 75

Next Steps

It is proposed, if Area Committee agree to align funding to the project, that an invite to attend a workshop is sent to East VCS Area Network members and others, who are willing to work collectively to deliver actions against several themes relating to reducing the number of NEETs in the East. Once a partnership has been outlined, is it the intention to present an executive project proposal for consideration at a future Area Committee meeting which will cover:

Theme: Work Experience, Age Target: 14-16

Research has been undertaken and identified that there is a need to work in schools with Year 10 and 11 pupils who are at risk of becoming NEET. To target the work it is proposed that one of the five Secondary school in the East area is approached with a view of an Advisor working with the pupils to help each 'at risk' individual to understand choices available to them regarding training, education, employment and enterprise and co-ordinate work placement / volunteering for a set period.

The school will be identified by the majority of potential NEETs. The work will add value to existing statutory requirement of schools to provide career advice and work experiences as well as complementing the Connexions Hub and ESF project.

The project will unpick and understand the young person's interests and hobbies, and replicate this thinking with local small business or local VCS groups. Identifying commonalities and making positive connections between a young person and a trader/VCS group.

Theme: Work Pairing: Age Target 16-19

Deliver a Work Pairing model which was developed in Scotland by Working Rite. Briefly this is a model that offers 16-18 year olds a period of work experience and mentoring with a small business / local VCS group which typically lasts for six months. Some core elements are:

- A local co-ordinator matching young people with business.
- A strong mentoring relationship between a young person and an experienced adult.
- Time in the classroom initially is kept to a minimum to re-motivate young people who are focussed on employment.

Theme: Grant top up scheme: Age Target: 16-19

To reduce the confusion for businesses taken on apprenticeships, for instance, if a young person is appointed the business incentive is £1,500, however if a long term unemployed adult is appointed the business incentive is £2,500.

Businesses prefer the latter option, which is reducing the number of businesses willing to enrol a young apprentice. The Project will provide East based businesses / VCS Groups with a financial incentive to employ an unemployed young person from the East as an apprentice for a minimum of one year.

Potential Outcomes

- Increased awareness of progression routes/choices:-
 - Education: 6th Form, College, University
 - Training: Apprenticeship Schemes
 - Employment: Qualifications required. Volunteering opportunities available to gain works experience.
 - Enterprise: Setting up their own business post 18 years and requirements needed to establish and sustain a business.
 - Reduced the number of NEET young people leaving school.
- Increase the number of 14 - 19 year olds participating in work experience / volunteering opportunities.
- Increase the number of local VCS groups and small businesses benefiting from a young person being placed within their organisation.
- Increase the number of young apprenticeships schemes being delivered.

Example of Budget, subject to full application

Budget heading	One year
Allowance for Young People (bus fares, meal, etc)	£55,000
Top Up Grants @ £1,000 x 30	£30,000
Running Costs	£23,000
Management Fee at 10%	£12,000
Total	£120,000

Proposed Timescale

Action	Deadline
SIB aligned (subject to Area Committee)	January 2014
An invite to attend a workshop to develop a Partnership to deliver key outcomes against the themes is advertised via the East VCS Area Network.	January / February 2014
A workshop is held to discuss outcomes and agree interested parties who will make up the Partnership.	February 2014
Partnership develop project proposal.	February / March 2014
Area Committee are presented with an executive project proposal for consideration.	April 2014:
Project Delivered	May 2014 – May 2015

PROJECT TITLE: NEETS Road Shows		
Total cost of Project	Total Match Funding	Total SIB request to approve
£2,500	£0	£2,500
Project Duration	Start Date	End Date
4 months	April 2014	July 2014

The Project

East Sunderland People Board discussed proposals to host road shows across the East area targeting young people who are not in education, employment or training. It is proposed that the road shows will be delivered by locally based contracted youth providers who already have good working relationships with secondary schools and young people in the area.

Each session will invite service providers who can offer different choices to young people to encourage them into a form of education, employment or training.

The Connexions Team will support the events, as well as raising awareness of the events with the young people and their families.

Outputs

Code	Number
P7: Number of young people accessing improved advice and support	150

Financial Information

Budget	Cost
Running cost to host five road shows	£2,500

Milestones

Action	Deadline
Connexions and local youth providers to plan and organise roadshows, in consultation with local secondary schools	May 2014
Five road shows held	July 2014
Evaluation complete	September 2014

Recommendation Approve

- The project complements the People based priority 'Early Intervention and Locality Working'.

PROJECT TITLE: Little Bit Extra		
Total cost of Project	Total Match Funding	Total SIB request to approve
£30,500	£0	£30,500
Project Duration	Start Date	End Date
1 year	February 2014	January 2015

The Project

To support the Area Committee priority 'Transformation of Adult Social Care', Members from the East People Area Board, with support from Officers, carried out an East area directory survey to identify what services are provided in the area to local residents over the age of 50 years old. The results of the survey have been used to update the interim on line directory, which is expected to be live in February 2014. The directory will be a valuable tool, which will be available to Councillors, residents and professionals in the area to access and to discover what clubs, groups and services are available in their neighbourhoods. It is hoped that by raising the profile of 'What's On' people will have a real choice in what they may wish to attend with the aim to build social well-being by reducing social isolation.

A key part of the survey identified what the impact would be if the Council's Customer Service Network Call Centre signposted and referred customers into services included in the directory.

The project is seeking capital funding to provide a range of extra equipment to services provided in the East area, see financial breakdown.

In addition to providing extra equipment to support the existing VCS infrastructure it is proposed to align a percentage of SIB to deliver a smaller grants scheme. However, the smaller grants scheme will specifically focus on supporting community groups which do not employ staff and are ran solely by volunteers. It is recognised that many community groups will not have the appropriate governance in place to apply for existing SIB or Community Chest, therefore an 'umbrella' VCS organisation will be sought to act as a mentor and legal body and apply for the grant on behalf of the smaller community group who would struggle accessing grant funding.

To keep the process simple, an application form based on the Community Chest template will be established, along with an understanding that only projects which complement adult social care services will be supported. All eligible applications will be consulted upon via the Chair of Area Committee and Chair of the East People Board, with support provided by Scrutiny and Area Arrangements Team.

The need to develop an accessible grant for the smaller community groups was evidenced via consultation with the East VCS Area Network and the survey results, as many services provided are carried out by local volunteers who do not recognise that they are a community asset and do not have the capacity to become formally constituted or obtain a bank account, but would benefit from additional resources i.e. new cooker.

Outputs

Code	Number
P3: Number of people volunteering	20
A1: Number of new or improved community facilities and equipment	12
A2: Number of people using new and improved community facilities	120

Financial Information

Name	Project Proposal	Outcome
Doxford Park Community Centre	Purchase a P.A. system, microphones and screen to support speakers at the coffee morning at the community centre to enable everyone to hear and see what is being discussed. Purchase smaller tables as they would be easier for the volunteers (aged 60+) to set up the room, the existing tables are too bulk.	£3,500
Bangladeshi Centre	Establish a Men's and Women's groups specifically for over 50+ age group from BME communities, however all will be welcome. The centre has the equipment and venue space, but are requesting £500 towards training volunteers to support the groups become established. The training will also include MIDAS, to provide access to a mini bus to transport people.	£500
CHANCE	Purchase 20 new chairs and 4 fold down tables, additional kitchen equipment and tea trolley.	£2,300
Hope Volunteers (Salvation Army-Swan Lodge)	Purchase extra gardening and DIY equipment and personal protective equipment (boots, gloves, etc.) to expand the handyman and gardening services	£2,500
East Community Association	To support the existing luncheon and bingo club services, including educational visits.	£2,000
We-ar Fishing	Purchase extra fishing equipment to support new members (rods, reel, terminal tackle, etc.)	£500
Sunderland MIND	The group are keen to establish a Men's Group and a Creative Writing Group and target people who are isolated, vulnerable and maybe suffering with mental health issues.	£2,000
Deptford and Millfield Community Centre	Refurbish the male WCs.	£1,200
Ryhope Sea View Angling Club	Purchase extra fishing equipment to support new members (rods, reel, terminal tackle, etc.)	£500
Ryhope Luncheon Club	Purchase a new dish washer, plates and cutlery to support the luncheon club.	£700
Ryhope Tai Chi for All	Purchase equipment to support new members at the club.	£500
Sunderland Symphony Orchestra	Purchase percussion equipment to support the orchestra.	£4,300
Small Grants Scheme		£10,000

Milestones

Action	Deadlines
Purchase equipment	February - April 2014
Launch directory	February 2014
Promote small grants scheme	February – January 2015
Evaluation and feedback	February 2015

Recommendation **Approve**

- The project complements the People based priority 'Supporting the transformation of adult social care'.