

23rd MAY 2011

REPORT OF THE CHIEF EXECUTIVE

Sunderland East Area Committee: Work Plan for 2011/12

1. Why has it come to Committee?

- 1.1 Committee agreed in March 2011 the next steps regarding the process to be used in shaping and informing the final work plan for Area Committee, against the provisional emerging priorities for the East area. This included:
 - Seeking views from local residents and the Community and Voluntary Sector, via the Sunderland East VCS Area Network.
 - Using qualitative research available within the Council.
 - Draft final work plan presented to elected members for comment and observation.
- 1.2 The purpose of the work plan is to clearly identify the key priorities for Area Committee to discuss, deliver actions and monitor throughout the year, with the overall outcome to improve the quality of life for residents within Sunderland East.
- 1.3 It provides a transparent framework for elected members, partners, and officers to work from, as well as, acting as a focal point for local residents to find out what the Area Committee are undertaking to make a difference within their neighbourhood.
- 1.4 Key information for members to consider tonight and agree are:
 - Key priorities
 - Actions
 - Lead Agents
 - Deadline Date/Forward Plan
 - Call for Project (SIB 2011-12 budget)
 - Outcome measures
- 1.5 If adopted, the work plan will inform the majority of work for Sunderland East Area Committee for 2011 – 2012, as it will form part of the standing agenda, along with progress updates being provided on Sunderland City Council's website after each Area Committee meeting. The Work Plan is made up of six work streams, each of which represents a key priority for Committee, these are:
 1. Cleaner and Greener Streets
 2. Coastal Path
 3. Employment, Enterprise and Welfare Advice
 4. Public Transport
 5. Tackling Crime
 6. Youth and Teenagers
- 1.6 The information and feedback received since March 2011, has been collated and the final plan is attached at **Annex 1**. The "Lead Co-ordinator" identified against each priority, will have the overall responsibility in ensuring that the actions listed are delivered, providing Committee with updates and possibly additional options, actions or recommendations for Members to consider throughout the year.

Key Priorities (subject to approval)

2. Cleaner and Greener Streets: Lead Co-ordinator, Helen Peverley and Nicky Rowland, Sunderland City Council

- 2.1 Key service requests identified for the East area are: rubbish and litter lying around; refuse collection; noise pollution; graffiti; animal fouling; road and pavement repairs and the lack of greenery in certain areas and better use of land. The aim of the priority is to improve the appearance of neighbourhoods. It is proposed to achieve this by delivering a Walk and Talk programme, which will discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.
- 2.2 The East area comprises of 5 wards, 3 of which make up the City Centre. It is proposed to host:
- 5 'Walk and Talk' sessions, on a 3 monthly cycle, in each of the five wards throughout the forthcoming year, making a total of 20 'Walk and Talk' sessions, in addition.
 - 2 City Centre 'Walk and Talk' sessions
- 2.3 Three elected members per ward to:
- Identified proposed 'route', up to four geographical areas. (maps to be supplied)
 - Agree order of rolling programme. (One per quarter)
 - Agree dates and time of 'Walk and Talk' sessions. (include police/ARMs/Communication Team)
- 2.4 Elected members from Hendon, Millfield and St Michaels to:
- Nominate their ward representative.
 - Identified proposed 'route', up to two geographical areas. (maps to be supplied)
 - Agree order of rolling programme. (Two per year)
 - Agree dates and time of 'Walk and Talk' sessions. (discuss with police/ARMs/Communication Team)

Example of a Walk and Talk Programme Schedule

Ward	Jun	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Doxford	X			x			X			X	
Hendon		X			X			X			X
Millfield	X			X			X			X	
Ryhope		x			X			X			X
St Michaels	X			X			X			X	
City Centre		X						X			

- 2.5 Walk and Talk Sessions to include:
- Ward Councillors
 - Street scene (Area Response Managers)
 - Neighbourhood Police Team Representatives
 - Gentoo
 - VCS Area Network
 - General public

- 2.6 Elected members and relevant Officers will be invited along to attend. Communication Team will promote as part of the Community Leadership Programme to members of the public.
- 2.7 During the sessions issues raised will be logged by the ARM and referred to the relevant service area to address. However, there maybe a time when core budgets are not suitable. It is therefore proposed to have a 'Walk and Talk Improvements Budget' to support the deliver of action against the priority.
- 2.8 Options for Committee to consider are:

Option 1

Each Walk and Talk session is allocated £1,000 to spend on identified improvements.

Total requested £24,000. (£4,000 per ward per year, £4,000 for City Centre)

Option 2

Each Walk and Talk session is allocated £1,500 to spend on identified improvements.

Total requested £36,000. (£6,000 per ward per year, £6,000 for City Centre)

Additional Options for consideration, not agreement:

- *Local ward Councillors may wish to enhance the Walk and Talk Improvements Budget with Community Chest.*
- *Local Police Inspectors may wish to enhance the Walk and Talk Improvements Budget with LMAPs budget.*

- 2.9 Recommendation to support Option 2.

3. Coastal Path: Lead Co-ordinator: Tim Ducker, Sunderland City Council

- 3.1 Marine Coastal Access Act will ensure, that by no later that 2015, a pedestrian coastal path will run from Seaton Carew to South Bents, into Ryhope and onto Hendon and Roker. Under the MACA Natural England is the lead with statutory implementation duties. To do so, Natural England is working in partnership with Durham, Hartlepool, Sunderland Councils and Durham Heritage Partnership Coast. The path will be between 2-4m wide with spreading room either side. During the Summer 2011, a ground survey will be carried out with land owners to identify the route and associated boundaries. A report will then be produced and consulted on, and the report with received comments submitted to the Secretary of State (SoS). The SoS will then approve the proposed layout and associated works as drafted or with amendments in light of consultation responses. Once agreed works will commence along the coastal line.
- 3.2 Durham Heritage Partnership coast, with support from Sunderland City Council have submitted a Heritage Lottery bid to create a multi-user route along the coast, decision expected July 2011. Whether this path would follow the same line as the Natural England coast path is still to be determined.
- 3.3 Committee are requested to establish a Task and Finish Group. The purpose of the Group would be to consider how 'we' can connect the path to the community and identify a suitable route from Hendon beach up to the City Centre, onto Wearmouth Bridge. If agreed, nominations to be received at the meeting.

3.4 The first meeting of the Group will agree the terms of reference and be responsible in delivering the actions indicated in the Annex, providing Committee with regular updates to enable Members to monitor progress of the Group.

3.5 There is no request to allocate SIB against the priority.

4. Employment, Enterprise and Welfare Advice Lead Co-ordinator(s) Lead Agent of SIB Call for Project and Joan Reed, Sunderland City Council

4.1 It was proposed to merge employment and enterprise, with access to welfare right, the aim being to increase employment and enterprise opportunity. Regarding the Employment and Enterprise element, which was identified as a priority from the previous year, Area Committee invited organisations to submit funding applications against two project briefs:

1. Working with Families, budget £50,000
2. Delivering employability support to individuals not eligible for support under mainstream provision via the new Work Programme, budget £75,000.

The outcome of which is referred to in the finance report.

4.2 Since March 2011, discussions have been had on informing Area Committees of the councils intended approach to Welfare Rights Provision (welfare benefits, debt, housing and employment advice). This includes the implementation of a new advice delivery model as part of wider council service improvement activity and service redesigns.

4.3 The Strategic Change Manager recently attended Sunderland East Area Committee to outline the availability of welfare rights provision in the area. A proposed action was that a Task and Finish Group was to be established to review the area welfare rights contract – to ensure that future services met local need.

4.4 What has been apparent during the consultation process is that the presenting issues and concerns do not just affect the East Area and therefore the provision of good access to information advice and guidance in relation to welfare right issues has been recognised as city wide issue which requires a city wide response.

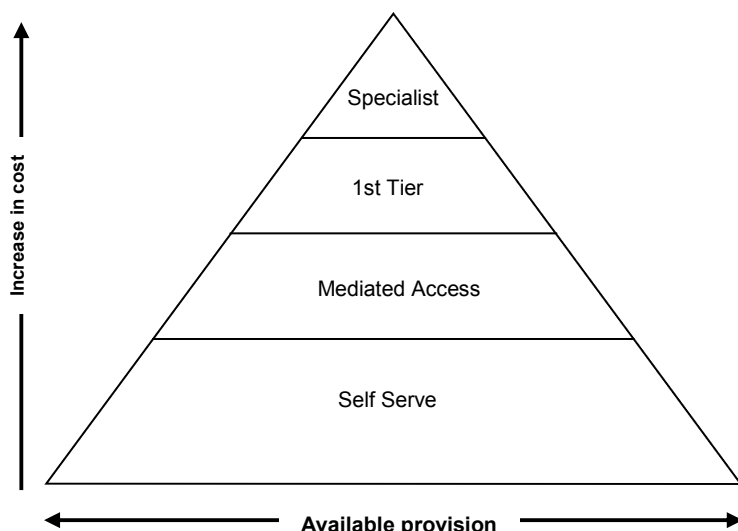
4.5 Demand for welfare rights advice has continued to rise and is projected to rise further due to the impact of ongoing welfare reform and personal debt levels.

4.6 The council is addressing these issues through the development of an improved service delivery model which can better meet demand from within existing overall resources, and also result in customer service improvements.

4.7 The model is one that can be implemented city wide and forms one of the outcomes from the ongoing council wide Health Inequalities and Information, Advice and Guidance (IAG) reviews.

4.8 This model is also the way that the council intends delivering ALL information, advice and guidance in the future and not just in relation to welfare rights, although this will be the first area taken forward and evaluated to inform ongoing implementation.

4.9 The Advice Model



- 4.10 The intention is that instead of residents coming into services at any of the above 4 levels (as now) in future customers will receive services at the most appropriate level for them with self serve and mediated access being the main ways that the council delivers information/ advice both directly and through its partners.
- 4.11 To support this, the councils website will be significantly improved with regards to interactivity, and links established to partners own websites (where appropriate). The Customer Service Network will be the main internal deliverer of this information but agencies that the council funds will also be expected to implement this model, and to provide appropriate self help materials / self service points within their premises.
- 4.12 Significantly the model also recognises that not all residents can self serve, so opportunities to provide mediated access will also be developed. This could include for example providing a community centre and staff with computers and self help materials and training on how to use these so that they can in turn help their own customers with basic queries.
- 4.13 Transferring a significant level of current demand to lower cost access channels in turn frees up some capacity to take forwards work with those groups that do require specialist or other expensive interventions. The Welfare Rights and Financial Inclusion Unit will be creating 'in reach ' roles from within its existing resources specifically to take on this activity.
- 4.14 While the model being developed is a city wide one Local Area Committees have been identified as playing a pivotal role in helping take forwards the development of mediated access within each area. It is recognised that Members are aware of the challenges within each area and of the groups that to be involved/ engaged in developing this functionality, ensuring local residents can more effectively use this provision.
- 4.15 There should also be an opportunity for Area Committees to be involved in influencing the contract activity within their area.
- 4.16 Therefore it is suggested that rather than forming a task and finish group we should embark on a short programme of Committee updates and discussions over the next nine months that will allow Committee members to receive information and influence developments at key points within the service improvement activity.

- 4.17 This programme should be linked to the wider Information, Advice and Guidance (IAG) Review as well as focussing on some specific elements of welfare rights activity.
- 4.18 The products from IAG are being identified, developed and implemented over time. It has been recognised that it is vital to involve all local Area Committees in this ongoing activity. It is proposed therefore that the Head of Customer Service Development (Liz St Louis) and the Strategic Change Manager (Joan Reed) attend East Area Committee to provide briefings and receive feedback at key stages, as outlined in the Annex, including:
- | | |
|----------------|--|
| July 2011 | Briefing on the IAG review – including a discussion of the future role for 1 st tier advice providers |
| September 2011 | Briefing on Mediated Access Proposals and discussion
Consultation on local access points |
| January 2012 | Update on 1 st tier contacts |
- 4.19 The outcome being to improve local access to information, advice and guidance. There is no request to allocate SIB funding against this priority, as it already has £125,000 aligned against from 2010-11 which was rolled over into 2011-12 financial year.
- 4.20 There is no request to establish a Task and Finish Group or allocate further SIB funding.

5. Public Transport, Lead Co-ordinator (s) James Third, Nexus and East VCS Area Network

- 5.1 Committee are aware that Nexus are working with Sunderland City Council's Cabinet on the Accessible Bus Network Design Project. The actions listed in the Annex recommend that Nexus become a member of Area Committee, with Committee acting as a consultative body, with support from Nexus, East VCS Area Network and Sunderland City Council's, Communication Link Officer.
- 5.2 There is a request to establish a Task and Finish group to complete a mapping exercise. Nominations to be received at the meeting.
- 5.3 There is no request to align SIB funding to the priority.

6. Tackling Crime: Lead Co-ordinator, Neal Craig, Northumbria Police

- 6.1 Key crimes identified for the East area are: speeding and dangerous driving; burglary; car crime; criminal damage; ASB; most serious violent crime; violent crime; primary and secondary fire; hate and victimisation.
- 6.2 As part of the consultation process on the work plan, a joint meeting was held with elected members from the East area and local police Inspectors from Northumbria Police to discuss how best to tackling crime during 2011-12. Six operations were discussed focusing on the following:
Lead: Northumbria Police
- i) Operation Christmas Kraken: extra patrols during December in and around The Bridges and Sunniside area of the City Centre
 - ii) Operation Forge: Education and enforcement project delivered in partnership with Thornhill School, in and around the surrounding area.

- a. Operation Jackbox 2: Extra patrols to focus mainly in Hendon area, with the flexibility to be deployed across all five areas, if peaks of crime occur throughout 2011-12, acting responsively to local hotspot areas identified via LMAPs and Crime Task and Finish Group.
- b. Operation Deal: Targeting motor bike and youth disorder in known areas of the East.
Lead: Tyne and Wear Fire and Rescue Services
- c. Operation Anvil: Targeting fly tipping across the area, to reduce the number of secondary fires.
- d. Championing the East: A community approach to tackle arson and other ASB, mainly in Hendon initial with a view of rolling it out across the other five wards.

6.3 There is a request to continue the joint meetings between Northumbria Police and East area elected members, renaming the group, 'Crime Task and Finish group' and a request to align £74,599 from the SIB 2011-12 budget, subject to full application(s) and appraisal.

7. Youth and Teenagers: Lead Co-ordinator, Pauline Tsentas, Sunderland City Council

7.1 Continuing on from the already established Youth Task and Finish Group the Annex reflected the actions which were agreed by Committee in March 2011. In addition to agreeing the action plan, Committee agreed to call for projects to deliver positive activities in the East, particularly, activities during school holidays and establishing Junior Youth Clubs. The budget was agreed at £50,000, with £30,000 being allocated from Children Services Area budget.

7.2 In response to the timing of the Easter Holidays and May half-term holidays, relative to funding decisions and Area Committee meetings, a decision was taken to provide a programme of holiday activities across the City which was funded from the £30,000 allocation. In the East this was for a range of activities over two weeks in each ward. A similar programme has been considered for May half-term.

7.3 Children Services Area budget has been reduced by £5,000 to cover activities being delivered during the Easter and May school holidays, which was an identified priority of the Committee. The refreshed total is £25,000, alongside Committee's SIB, bringing the total call for projects to £75,000. East VCS Area Network shared information across the area, inviting applicants from the VCS and statutory sector as well as promoting it on Sunderland City Council's website. The deadline for applications is 31 May 2011, noon. A report will be presented to the July 2011 meeting to consider. Ensuring the successful Lead Agent is awarded the funding before the start of the Summer school holidays.

7.4 The request is to continue the Task and Finish Group, which will have responsibility for implementing the agreed actions outlined in the Annex, on behalf of Committee, providing Committee with regular updates to enable Members to monitor progress of the Group.

7.5 There is no request to allocate further SIB funding against the priority.

8. Aligning a proportion of SIB against Committee priorities

8.1 If the work plan is adopted the Committee will be agreeing to align the following totals against each of the priorities, therefore ring fencing it for expenditure, subject to funding application and scoring appraisal.

Priority	SIB already agreed	SIB proposed
Cleaner and Greener	£0	£36,000
Coastal Path	Nil	Nil
Employment, Enterprise and Welfare Rights	£125,000	£0
Public Transport	Nil	Nil
Tackling Crime	£0	£74,599
Youth and Teenagers	£50,000	£0
Total	£175,000	£110,599

8.2 Balance to allocate for 2011/12 is £208,528, if it was agreed to align £110,599 (53%) from SIB 2011/12 budget, the Committee would have £97,929 remaining, which would complement the 80/20 target outlined in the Annual Report.

9. Sunderland East Area Committee: membership

9.1 At the beginning of each municipal year it has been agreed that Committee will approve the membership of the Committee. The proposed membership of Sunderland East Area Committee for 2011-12 is:

Sunderland East Area Committee	
Area Councillors	E Gibson, D Errington, R Vardy, M Mordey, B McClennan, T Martin, L Scanlan, P Dixon, I Kay, E Ball (Chair), A Emerson (Vice Chair), C Fairs, P Wood, M Forbes, P Maddison
Local Strategic Partnership (LSP) Representatives	J Snaith, J Raine, S Douglass, N Crawford
Area Partners Representatives	Northumbria Police: N Craig and J Connolly Tyne and Wear Fire and Rescue: I Warne East VCS Area Network: H Clark, P Hunt and D Curtis Gentoo: A Duffy
Area Directorate Representatives	Sunderland City Council: M Boustead, C Alexander, G Wilson, V Metcalfe, J Wicking, S Woodhouse
Supporting Officers	Area Lead Executive: J Johnson Area Officer: N Trueman Democratic Service Officer: M Jackson

10. Recommendation

Members are requested to agree and adopt the work plan as outlined in Annex 1, in addition to:

1. Cleaner and Greener Streets
 - a) Members to support deliver of the Walk and Talk programme in their ward.
 - b) Agree either option 1 (£24,000) or option 2 (£36,000) from the SIB 2011/12 budget, subject to full application and appraisal.
2. Coastal Path
 - c) Agree to establish a Task and Finish Group
 - d) Nominate representatives onto the Group
3. Employment, Enterprise and Welfare Advice
 - e) Note update on priority, agree to support city wide approach, as outlined in Annex 1.
 - f) To end the Employment and Enterprise Task and Finish Group.
4. Public Transport
 - g) Agree to establish a Task and Finish Group
 - h) Nominate representatives onto the Group
5. Tackling Crime
 - i) Rename group to 'Crime Task and Finish Group.

- j) Agree to align £74,599 from the SIB 2011/12 budget, subject to full application and appraisal.
6. Youth and Teenagers
- k) Youth Task and Finish group to continue.
- l) Note the 'Call for Projects' at a total of £75,000.
- m) Agree actions as outlined in Annex 1.
7. Membership
- n) Agree the membership of Committee, as set out in section 9.1

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

Background Papers: Sunderland City Council Constitution, Section 10.2
Performance delivered against priorities 2010/11
Terms of Reference of LAP Task and Finish Group
Sunderland East: Priorities for 2011-12 Action Plan
Sunderland East Local Area Plan
Sunderland VCS Area Network: Workshop Feedback

Annex 1: Sunderland East Area Committee: Work Plan 2011-12