

Sunderland East Area Committee

REPORT OF THE CHIEF EXECUTIVE

4th July 2011

Sunderland East Area Committee: Work Plan 2011-12

1. Why has it come to Committee?

- 1.1 Committee agreed in May 2011 their work plan for 2011-12. The work plan identifies 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.

2. Sunderland East Work Plan 2011

- 2.1 The work plan is made up of the following priorities, as outlined below.

Priority	Lead
Cleaner and Greener Streets	N Rowland and H Peverley
Coastal Path	T Ducker
Employment, Enterprise and Welfare Advice	J Reed and SIB Lead Agents
Public Transport	J Third and VCS Area Network
Tackling Crime	Neighbourhood Inspectors/TWF&R
Youth and Teenagers	P Tsentas
Issue: Eden Vale and Thornhill	N Trueman and R Parry

3. Recommendations

- 3.1 Members are requested to note updates provided by Lead Agents, in addition to:
- Coastal Path**
1. Invite N Benson, Durham Heritage Partnership Coast and R Wares, Ryhope Community Association Development Trust, to become members of the Coastal Path Task and Finish Group.
 2. Agree the Terms of Reference for the group, Annex 1
- Tackling Crime**
1. Agree to fund projects outlined in Annex 2, totaling £52,700, with a balance of £21,899 reserved against the priority.

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Annex 1: Coastal Path: Terms of Reference
Annex 2: Tackling Crime SIB Funding Briefing Note

Sunderland East Area Committee: Work Plan 2011-12

Priority:
Budget: £36,000

CLEANER AND GREENER STREETS

Lead Co-ordinators

Helen Peverley, City Centre
Nicky Rowland, East area

Outcome Measure 1:

Deliver activity to improve local quality of life and increase public satisfaction in the area.

Outcome Measure 2:

Challenge service providers to improve the standards of service and the levels of public satisfaction and trust with them

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. Proposed to have a walk and talk improvement budget, to support the deliver of action against the priority.	Allocate a proportion of SIB 2011-12 budget to solve small problems identified by ward members, to deliver improvements in their local area.	Area Committee	Each walk and talk session is allocated £1,500 to spend on identified improvements. Total agreed £36,000. (£6,000 per ward per year, £6,000 for City Centre)	May-11	Nil	Identify projects for allocation of budgets delegated to Area Committee.	G
2. To improve the appearance of streets across the East area. It is proposed to deliver a Walk and Talk programme across the 5 wards and the City Centre. The Walk and Talk Programme is to discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.	The East area comprises of 5 wards, 3 of which make up the City Centre. It is proposed to host: • 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, • 2 City Centre 'Walk and Talk' sessions	Local Ward Cllrs, with support from Officers	1. Six planning meetings held for each ward and city centre. Elected members agreed routes and dates throughout 2011-2012. Full application and appraisal completed. 2. Information to be publicised across the East. 3. Partners invited to participate in walk and talk sessions. 4. Information to be uploaded onto Council's website.	Jul-11	Nil	Engage and involve local people and organisations in developing and delivering area priorities.	G
	Members to agree routes and dates of programme, at a ward level. Share with partners and promote	Local Ward Cllrs, with support from Officers	www.sunderland.gov.uk/areacommitees	Jul-11	Nil	Identify projects for allocation of budgets delegated to Area Committee.	G

3. Responsive Local Services	Opportunity for ARMs to provide Area Committee with an update on programmes, initiatives and actions being delivered across the East.	H Peverley and N Rowland		Jul-11	Nil	Monitoring and sharing of information.	A
4. Greenspace topic paper consultation identified development opportunity at Old Ryhope Colliery site, currently green open space.	Opportunity to work with Woodland Trust's 'Jubilee woodlands scheme' to plant and designate it as a Jubilee Woodland for the Queen's Diamond Jubilee in 2012. The project guidance is set for release in late 2011, with planting expected to commence in Spring 2012.	N Trueman OCE	Discussions ongoing between the Council and the Woodland Trust.	Sep-11	Nil	Engage and involve local people and organisations in developing and delivering area priorities.	A
5. Can we develop the land at the front of St Marks, Millfield into a community garden?	The Council would be keen to discuss this further with interested VCS groups in the area. Refer into East VCS Area Network.	East VCS Area Network	Network to make contact with City Services, Parks Department. Ensure that the project strenghtens 'walk and talk' programme.	Sep-11	Nil	Engage and involve local people and organisations in developing and delivering area priorities.	A
6. Selective licensing and Neighbourhood Management Scheme in Hendon.	Health, Housing and Adult Services to provide an update on scheme.	G Wilson, HHAS		Nov-11	Nil	Aware of external factors.	A

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Priority: Seaton Carew to South Bents Coastal Path Lead Co-ordinator
COASTAL PATH

Tim Ducker, Sunderland City Council

Budget: Nil

Outcome Measure 1: Ensuring that local initiatives meet local requirements

Outcome Measure 2: Attracting external funding

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. Connecting the path to the community and identifying a suitable route from Hendon beach up to the City Centre, onto Wearmouth Bridge.	Task and Finish group to be established to consider, what the new access is? How do we get the most out of it? Raising awareness of responsibilities of users?	N Trueman, OCE	1. First Task group meeting held. 2. Draft Terms of Reference proposed for agreement, see Annex 1 .	Jul-11	-	Local groups involved in decision making.	G
2. Natural England are the lead agent on installing the Seaton Carew to South Bents Coastal Path.	A brief presentation on the coastal path to be provided.	T Ducker, City Services	1. Update to be given July 11.	Sep-11	-	Engage and support partner agencies in delivery area priorities.	A
3. The coastal path is for pedestrian use only.	Durham Heritage Partnership have submitted a Heritage Lottery Bid to upgrade the path into a multi user route. Task and Finish Group to receive an update on outcome.	T Ducker, City Services	1. Invite N Benson from the Heritage Partnership and Ross Wares from the Ryhope Development Trust to become a member of the Task and Finish Group.	Sep-11	-	Monitoring and sharing of information.	A

Sunderland East Area Committee: Work Plan 2011-12

Priority: EMPLOYMENT, ENTERPRISE AND WELFARE RIGHTS

Budget: £124,392

Lead Co-ordinator

Joan Reed, Sunderland City Council

Outcome Measure 1: Increasing opportunities to employment, enterprise and welfare advice

Lead Agents of SIB award

Outcome Measure 2: Improving local access to information advice and guidance

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. Call for projects to deliver two projects: working with families and employability support for people not in receipt of benefits.	Area Committee to receive a report on the 'call for project' with recommendations to approve the strongest applicant(s).	N Trueman, OCE	1. Committee approved two applications which will be delivered by a consortia: Working with families lead is Nikki Vokes, SNCBC; Employability support lead is Kevin Marquis, SES.	May-11	£124,392	Initatives are delivered to meet local requirements as fully as possible.	G
	Lead Agent to produce performance reports to Area Committee.	N Trueman, OCE	1. Induction meetings have been held. Lead Agents to attend Area Committee to introduce themselves.	Nov-11 and Apr-12	-	Monitor the quality and effectiveness of the services delivered.	A
2. During consultation exercise on the emerging priorities it was recognised that good access to information, advice and guidance in relation to welfare right issues do not just affect the East area and has been recognised as a city wide issue, that requires a city wide response.	Briefing on the Information, Advice and Guidance Review, including a discussion on the future role for 1st tier advice providers.	Liz St Louis and Joan Reed, SCC	1. Lead Officer in attendance to provide a presentation on the Information, Advice and Guidance Review.	Jul-11	-	Influence service improvement activity.	G
	Briefing on Mediated Access Proposals and discussion. Consultation on local access points.			Sep-11			A
	Update on 1st tier contracts			Jan-12			A

Sunderland East Area Committee: Work Plan 2011-12

Priority: PUBLIC TRANSPORT

Lead Co-ordinator

**James Third, Nexus
East VCS Area Network**

Budget: Nil

Outcome Measure 1: Improve the standards of service and the levels of public satisfaction and trust with them

Outcome Measure 2: Consult, engage and involve local people and VCS in development and delivery

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. To establish a formal structure to feed residents and VCS concerns through from the East Area into Sunderland City Council's Cabinet and Nexus.	Nexus to be invited to become a member of Sunderland East Area Committee.	M Jackson, OCE	1. James Third has agreed to represent Nexus at Area Committee.	May-11	Nil	Involve partners in developing the work plan.	G
	Using existing structures within the community, for example, surgeries, VCS Area Network meetings, etc to gather feedback from the public and forward onto Nexus, via Area Committee.	East VCS Area Network	1. The East VCS Network and Nexus are holding a surgery/feedback meeting at Ryhope Community Association on 5th July 2011 - Pilot Project in the Ryhope Ward initially with an intention to roll out to all wards.	Ongoing	Nil	Actively review activities of other agencies within the area.	A

2. Act as a consultative body on behalf of Cabinet for the Accessible Bus Network Design Project.	Share and consult residents and VCS groups on plans agreed, and promote initiatives taken to improve local quality of life and public satisfaction.	East VCS Area Network/ Communication Team	As above	Ongoing	Nil	Involve residents and VCS in developing the work plan.	A
3. Advice and information link needed between advice centres and Nexus to promote offers on travel tickets.	Connection to welfare advice priority. Nexus to make links with advice centre and promote special offers.	Nexus		Sep-11	Nil	Involve partners in developing the work plan.	A
4. Identifying gaps in bus routes.	Complete mapping exercise. Stage 1, identify bus routes, stage 2, identify main services/building, stage 3, overlay information and identify gaps, considering times, fees and target audience. Recommendations on way forward to be presented to Area Committee.	Nexus and East VCS Area Network	1. Mapping Exercise will be built into the Ryhope surgery/feedback event on 5th July 2011	Nov-11	Nil	Involve residents and VCS in developing the work plan.	A

Sunderland East Area Committee: Work Plan 2011-12

Priority: YOUTH AND TEENAGERS

Lead Co-ordinator:

Pauline Tsentas

Budget: £75,000

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

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

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. Challenge negative perceptions of young people, celebrate positive achievements	Deliver joint surgeries between local ward councillors and young people across the wards.	A Abdul, Children Services	1. First pilot deliver throughout February and March 2011. 2. Evaluation report written, promoting lessons learned.	Jul-11	-	Views of young people are feed into Area Committee.	G
2. Reduction in funding. Committee prioritised two gaps in provision, activities during school holidays and Junior work, 8-12 year olds.	Committee to invite organisations to submit a funding application which will deliver activities during school holidays and establish Junior Youth Clubs across the East area.	N Trueman, OCE	1. The funding opportunity was advertised in April, deadline for applications 31 May. To be discussed under financial report.	Jul-11	SIB £50,000, Children Services £25,000	Identified the need to have a policy on rolling out Junior Work across the City. Escalate.	G
3. Young people at road shows have asked for unlit Multi Use Games Area (MUGAs) and Dual Use Games Area (DUGAs) to be lit up to allow access during the Winter.	Encourage VCS groups, who have had MUGAs installed via Council funding, to open the site up and allow community access. Indicate number of MUGAs/DUGA's in the East, investigate feasibility and costs to light sites. Report to be presented to Task and Finish Group for consideration.	M Curry and V French, City Services	1. 5 possible sites, estimated costs £10k per site, totalling £50k, (subject to site evaluation and design). Present findings to Task and Finish Group. Task and Finish group held, but discussion was dominated by 'call for projects'. Item deferred until September 11.	Sep-11	SIB £50,000, Estimate only not to be agreed	Ensure services meet local requirements.	A

4. Young people need access to local facilities i.e. school playing fields on an evening and weekend.	Share recent scrutiny report on Extended School provision with Task and Finish Group, and consider at an area level.	R Baker, Children Services	1. Task and Finish Group held, but discussion was dominated by 'call for projects'. Item deferred until September 11.	Sep-11 -		Ensure services meet local requirements.	A
5. It was felt that there is a hidden pressure on groups to constantly provide new ways of working and it was felt that this prevents good working practices being continued.	It is common practice to evaluate projects funded via grants or contracts. Lessons learned should be show cased and considered when designing future service delivery or allocating future commissioning contracts or grants.	tbc		Sep-11 -		Ensure services meet local requirements.	A
6. Financial barrier when wanting to participate in positive activity, i.e., swimming.	Children and young people are encouraged to sign up to a free Life card, which provides a level of discount to activities to Council sport, wellness and leisure facilities.	V French, City Services		Sep-11 -		Supporting Sunderland First Initiative and Economic Masterplan	A
7. Aiming High (disabled children and young people), concerns that with recent reviews Aiming High services would be affected.	As part of the budget process it has been confirmed that front line services have been protected and that current levels of service delivery will be maintained in the immediate term.	M Boustead, Children Services	1. This provides the Committee with more time to plan and consider the outcomes of ongoing national and local reviews. Lead to keep Committee aware of developments.	Nov-11 -		Consult, engage and involve partners in developments.	A

<p>8. The East area has a number of local clubs and groups available for CYP to attend. Unfortunately a lot of CYP and families do not know about them.</p>	<p>Publicise services across the East to young people, families, carers and professional. To provide options for young people to participate in activities. Include any new provision or alternative activity, for example, sports clubs in the publicity.</p>	<p>tbc</p>	<p>1. Supported the launch of the Families Information Service website and the Lets Go website.</p>	<p>tbc</p>	<p>tbc</p>	<p>A</p>
<p>9. Pupil Premium: low uptake from eligible families who qualify for free school meals (FSM). This will affect the level of funding schools receive.</p>	<p>Connect with the Child and Family Poverty Strategy to increase uptake of FSM within the East.</p>	<p>tbc</p>		<p>tbc</p>	<p>tbc</p>	<p>A</p>
<p>10. General feeling that the services currently being delivered has made a dramatic difference in reducing NEETs across the East area. Concerns that these will increase.</p>	<p>Evaluate the impact: have recent changes reduced access to education or employment skills training? Are schools more or less involved in addressing NEETs? Can the Pupil Premium make a difference? Is there an increase in NEETs? Are more young people declaring themselves as homeless? What is the impact of the Education Maintenance Allowance ceasing and the benefits review on 16-18 year olds? Evaluation period between April 2011-April 2012. A report to be presented to a future East Area Committee.</p>	<p>B Scanlon, Children Services</p>		<p>May-12</p>	<p>tbc</p>	<p>A</p>

Sunderland East Area Committee: Work Plan 2011-12

Priority: TACKLING CRIME

Lead Co-ordinators

Neal Craig: Sunderland Central
John Connolly: Sunderland East
Cherly Warcup: Sunderland South

Budget: £74,599

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

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
1. To reduce crime in Sunderland East, City target 2% and increase confidence levels within our communities.	Joint meetings between police and elected members to continue. To be held before Area Committee and renamed Tackling Crime Task and Finish Group.	N Trueman, OCE	1. All meetings booked into members and Inspectors diaries, up until April 2012.	Jul-11	Nil	Consult, engage and involve partners in developing and delivering the priority.	G
	LMAPs to be strengthened by ARMs attendance. Connecting cleaner and greener streets priority.	ARMs	1. Both ARMs attend the relevant LMAPs.	Jul-11	Nil	Improve standards of service.	G
	PACT meetings to be strengthened by ARMs and or Ward Managers to attend, outcomes of which to be feed into appropriate lead e.g. LMAPs, Task and Finish Group, Area Committee.	ARMs	1. Currently ARMs attending PACT meetings.	Jul-11	Nil	Improve standards of service.	G
	Information from Daily Reports to be discussed at LMAPs.	N Craig, J Connolly	1. Reports are discussed and information shared, where relevant.	Ongoing	Nil	Increasing public satisfaction and trust levels	G

Priority: **TACKLING CRIME**

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
2. Gather intelligence and discuss: Crime and Fire Statistics.	Issues feed from existing structures indicated above to feed into Task and Finish and Area Committee for discussion.	Northumbria Police and Tyne and Wear Fire and Rescue	1. Local Neighbourhood Police Inspectors to provide crime statistics. 2. Station Manager from TWF&R to provide fire statistics.	Ongoing	Nil	Challenge service providers to improve standard of service.	A
3. £74,599 aligned against the priority.	Subject to full application and appraisal, with further detailed supplied to Area Committee.	N Craig / J Connolly	summary: £20,000 awarded to each of the two Police Neighbourhood Teams, £12,720 awarded to TWF&R. See Annex 2.	Jul-11	£74,599	Identify projects for allocation of budgets delegated to Area	A
4. Increase usage of Glenesk Road.	To investigate the feasibility of reducing speeding and dangerous driving along Glenesk Road.	A Jackman, City Services.	1. Discussions held with A Jackman. Proposals to be presented to the next Task and Finish Group for discussion.	Sep-11	Nil	Challenge service providers to improve standard of service.	A

Sunderland East Area Committee: Work Plan 2011-12

Sub Group:

EDEN VALE AND THORNHILL

Lead Co-ordinators

Richard Parry, West ARO

Nicol Trueman, East ARO

Outcome Measure 1: To increase confidence levels within communities

Outcome Measure 2: Improve service delivery across the neighbourhoods

Issue	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	R A G
Project delivery	1. Establish a Project Group to implement the Action Plan and co-ordinate activities across Eden Vale and Thornhill area.	Area Officers	1. Area Committee nominated Cllr representation on Project Group. 2. Stakeholders workshop held. 3. Draft action plan written.	Jul-11	Nil	Identifying services being delivered. Establish a focal point for sharing information.	G
	2. Establish Task Groups to develop specific proposals: Youth and children, Environment, ASB and Cohesion and Culture.	Lead Officers		Jul-11	Nil	Co-ordination of service delivery.	A
Youth and children	1. Audit of provision, available resources, gaps, including buildings. Identify and prioritise needs. Outline options for consideration on way forward.	Children Services and local youth providers.		Sep-11	Nil	Challenge service providers to improve standard of service.	A
	2. Co-ordinate and deliver a joint approach to providing CYP with services, encouraging cross boarder working.			Sep-11	Nil	Shared resources.	A
	3. Establish an Eden Vale and Thornhill programme and report to Area Committee	Children Services		Sep-11	Nil	Improve co - ordination of services at a neighbourhood level.	A

Issue: Eden Vale and Thornhill	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
Envirnoment	1. Barnes, Millfield and St Michaels ward Managers, under RLS to work together. To propose options to tackle embankment and associated path and lighting.	B Blackett, West ARM.		Sep-11	Nil	Encourage cross boarder working.	A
Anti Social Behaviour	1. Alleviate ASB around Thornhill School by having a visable policing presence at finishing time and during lunchtime.	N Craig, Northumbria Police	1. Police have been actively patrolling the area.	Apr-11	Nil	Improve relationships, residents, young people and police.	G
	2. Police to engage more with under 11 year olders, via Primary schools, Hudson, Valley Road, Richard Avenue. Better understanding of backgrounds and common interests.	N Craig, Northumbria Police		Sep-11	Nil	Improve relationships with children from feeder primary schools	A
	3. Investigate joint police/Council patrols to tackle night time ASB	LMAPs		Sep-11	Nil	Encourage cross boarder working.	A
	4. Improve communication between youth services and police.	LMAPs		Sep-11	Nil	Sharing of information	A
Community Tensions	1. Joint meetings to be held between East and West Cohesion groups to discuss common issues.	Diversity and Inclusion Team (D&I)		Sep-11	Nil	Sharing of information	A
	2. Use joint funding held with Groundworks to develop cross boundary working.	Groundworks, D&I, Area Networks.	1. Event held June and further criteria to be determined by participants of event.	Jun-11	Nil	Improve relationships, reduce tensions.	A

Issue: Eden Vale and Thornhill	Local Action to Influence Services	Lead Agent	Progress Report	Date	Call for Projects	Influencing Roll	RAG
Community Tensions	3. Discuss at LMAPs how data from police, neighbourhood relations and ARCH can be used more effectively to enhance tension monitoring. In addition to understanding motives behind hate crime attitudes.	D&I and LMAPs		Jul-11	Nil	Gathering intelligence and using it smartly.	A
Stereotyping of groups	1. Increase understanding of and between different groups in order to challenge myths and stereotypes. Maintain and build community links with Muslim residents and the Scholars' Union as well as increasing an understanding of Islam.	EARR, HYPP and D&I		Jul-11	Nil	Raise awareness of different cultures and understanding	A
	2. Invite Communications Team to cohesion group meetings.	D&I and Coms.		Sep-11	Nil	Communication action plan in place.	A
	3. Detailed discussion regarding age issues/stereotypes in area.	D&I and Age UK		Sep-11	Nil	Challenge attitudes.	A
Diversity of representations	1. Encourage schools to increase diversity on their governing bodies through their Single Equality schemes, being promoted through Children Services.	Children Services.		Dec-11	Nil	Challenge service providers to improve standard of service.	A

Sunderland East Area Committee Timetable 2011-12

Item/Timetable	Jul-11	Sep-11	Nov-11	Jan-12	Mar-12	Apr-12
Cleaner and Greener	To commence Walk and Talk programme.	progress update		progress update		progress update
Coastal Path	Task and Finish Group establish.			Update on Lottery bid		
Employment and Welfare Advice	Update of IAG Review, under Sunderland Way of Working.	Consultation on local welfare advice access points.	Lead Agent SIB monitoring report	Update on Area Contracts.		Lead Agent SIB monitoring report
Public Transport	Update from Lead Agents.		Update on mapping exercise, and options report.			
Tackling Crime	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.	Crime and fire statistics. Performance reports on operations.
Youth and Teenagers	Call for projects agreed. Evaluation report on youth roadshows presented.	Monitoring report on Youth Action Plan presented.		Monitoring report on Youth Action Plan presented.		Monitoring report on Youth Action Plan presented.
Issues Log	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.	Progress Review Report presented.
Area funding requests	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest	SIB and Community Chest
Influencing Policy	1. Empty Properties Reviews.	Consultation on policy	Consultation on policy	Consultation on policy	Consultation on policy	Consultation on policy