

SUNDERLAND EAST AREA COMMITTEE

2 FEBRUARY 2009

REGENERATION ISSUES REPORT: FEEDBACK ON PROJECTS PREVIOUSLY FUNDED THROUGH STRATEGIC INITIATIVES BUDGET (SIB)

Report of the Chief Executive (Acting)

1.0 Purpose Of The Report

1.1 This report provides information to the Area Committee on expenditure from the Strategic Initiatives Budget (SIB) on projects it has previously funded

2.0 Background

2.1 Each Regeneration Framework area has been allocated a minimum of £200,000 per annum over the last thirteen years from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Area Regeneration Frameworks, and to attract other funding into the area. Over this period, therefore, the Framework area has been allocated £2,709,172 in this way.

2.2 In order that the Area Committee can be kept informed of progress on projects it has previously funded as part of the SIB monitoring process, a programme of report backs has been scheduled.

3.0 Purpose of the Feedback Reports

3.1 The aim of the reports are to inform the Area Committee how the money it has been allocated through SIB has been used, how successful it has been in achieving its original objectives, and how the project will continue. Specifically, the reports have been asked to address the following key questions :

- How has the money has been used? How much was capital and revenue?
- What were the outcomes of the project? How has it helped to achieve the objectives identified in the original submission? Are there any statistics that will support the outcomes?
- What other funding the SIB allocation helped to attract?
- What are the key lessons learnt? What difference has the project made in comparison to other areas that did not have such funding? What added value did the project provide? Are there implications for existing service provision?

- Does the project need to continue? Has it come to its natural end? If not, how will it be funded? Has it been considered for mainstream funding? Have other funding sources been approached?
- 3.2 Once the presentation has been completed, Elected Members will be invited to ask any questions or offer comments concerning the project.

4.0 Feedback to this Committee

4.1 At this Committee meeting, the following feedback report will be presented:

- NERAF were awarded £17,995 on the 1 October 2007 to deliver a Community Alcohol Information and Aftercare Pilot Project

4.2 The original application is attached as Annex 1.

5.0 Recommendations

5.1 That this report be noted.

Background Papers

Strategic Initiatives Budget (SIB): Regeneration Issues Reports to previous Area Committees

Regeneration Framework Files, East

2.9 Legal Status of Organisation:	2.10 Registered Charity Number (if applicable):
Registered Charity	1114052
2.11 Does your organisation have a bank account into which funds can be paid?	
Yes	
2.12 Has the organisation received SIB support previously?	
Yes [] No [x]	
If 'Yes' please provide details:	
2.13 Are any trustees / members of the organisation employed by or are Elected Members of the City Council?	
Yes [] No [x]	
If 'Yes' please provide details:	

Section 3: Project Details

3.1 Project Title: (please re-state title as per front sheet)	
NERAF Community Alcohol Information, Treatment and Aftercare Project	
3.2 Project Start Date:	3.3 Project End Date:
October 2007	November 2009
3.4 Please Describe the project:	
<p>7 day information, treatment and aftercare service to be accessed by residents from Hendon and the East end of Sunderland</p> <p>The community alcohol misuse project has come in to being as a result of local residents of Hendon, Sunderland, expressing their concerns about lack of treatment availability and the fact that people were having to wait 11 months for treatment. The pilot project is funded by New Deal for Communities and brings a partnership working between Back on The Map (urban regeneration) Sunderland Teaching Primary Care Trust and NERAF. The first of its kind the project provides information, treatment and aftercare.</p> <p>Identification of people that may need to access this service could come from GP's, Housing Projects, Health Trainers, Probation, Police, Sunderland City Hospitals, Jobcentre, Shaw Trust, Wearside Substance Misuse Team, North East Council of Addictions, Social Services and other generic agencies as well as by Self Referral.</p> <p>The project has two principal components, each coming from a different discipline yet able to offer a seamless accessible service for the residents of Hendon. The first focuses upon a clinical post, working directly with</p>	

those who have complex needs requiring intensive support, including detoxification and rehabilitation. The second element works with those individuals in the community who are principally hazardous and harmful drinkers, and those needing long term support to achieve their drinking goals.

It utilises local services and groups, and uniquely increases capacity by training and supporting local people to become accredited mentors and educators. It also has the capacity to undertake prevention work – once again working with local people from the East End and Hendon area.

Community based support will be delivered by NERAF which is an independent charity. The service they will develop and deliver will be using locally trained mentors working with and supporting individuals who are experiencing problems with their drinking.

Many mentors themselves have experienced alcohol problems in the past, and as such, understand what the individual is experiencing. They act as a support network operating within a peer support role which includes helping people access existing services within the community.

This project offers an innovative and direct way of engaging with residents who are identified as requiring treatment. It offers a local solution. The project works in an individual's home area and integrates with existing health and lifestyle programmes. It will offer 24-hour support, and operate at weekends when people are often vulnerable.

It offers the best of both the statutory (NHS) and voluntary sector (NERAF). It goes beyond treatment by developing prevention and awareness programmes, which will involve local people. The benefits will include training and accreditation, enabling residents to gain not only experience, but also qualifications.

Outcomes and benefits to local residents will be in terms of reduced social and health risks associated with alcohol use, support from family and friends and reduced crime and disorder, making Hendon and the East End a safer place to live and work. After the initial success of this pilot, it is the intention that the programme will be rolled out across the City, dependent upon its success and the evaluation being undertaken by Northumbria University.

The outcomes will be achieved by effective use of clinical interventions and mentor support; that is, individuals who will engage with the alcohol user and family. It is anticipated that mentors will be recruited from the local area.

3.5 What service does the organisation currently provide and how will this be complemented by the project?

We currently provide a 1-2-1 mentoring service which is tailored to meet an individual's treatment needs and support groups (including women's only). Current treatment systems currently focus on clinical interventions, which we believe is responsible for the revolving door syndrome and the fact that the same people are re-engaging with service providers time after time. We propose to complement our current services so that they have an equitable approach believing that an individual's alcohol misuse is a symptom of some other problem. We intend that this approach is that all needs are uncovered in conjunction with each other and an overall set of positive outcomes for the individual are planned for. Maslows

Hierarchy of Human Need identifies the needs at the bottom of the hierarchy must be met if a person is to move on to the higher levels and eventually to self-actualisation. Therefore physiological and safety needs ie housing, food, relationships, debt, heat etc should be considered in conjunction with urgent health/treatment needs.

NERAF has the opportunity to develop a flagship service in Sunderland, a model that may well be developed regionally and nationally. We are a young organisation still developing and we will be seeking funding for long-term sustainability of the project from the Commissioners of services.

3.6 What additional activity will SIB funding allow to happen (please tick the appropriate statement)

(a)	A project will go ahead which otherwise would not happen at all	<input checked="" type="checkbox"/>
(b)	A project will be provided to a higher quality / on a greater scale	<input type="checkbox"/>
(c)	The funding will accelerate the implementation of the project by 12+ months	<input type="checkbox"/>
(d)	A gap in funding will be filled pending other funding being secured	<input type="checkbox"/>
(e)	Other reason	<input type="checkbox"/>

Please explain your answer:

Without kick start funding from SIB this project will not be able to go ahead at this time. SIB will also help secure other funding.

3.7 How will you publicise that you have received support from SIB?
(please refer to Section 3 of the guidance notes)

Website & through press & media contacts including the Marketing Group of the Safer Sunderland Partnership and Back on the Map Regeneration Programme. The project will also be publicised in partnership with the SIB funded Area Marketing project.

3.8 Has there been any consultations concerning the need for this project?

Yes No

If 'Yes' please provide details:

Consultations with service users and existing service providers including Community Addiction Team (which has substantial client waiting list of which the highest proportion are from Hendon area) North East Council on Addiction and local primary care practice. Discussions with commissioners including Peter Carlin-Page Alcohol Coordinator Sunderland TPCT.

Research including Alcohol Needs Assessment Research Programme (2005) clearly identified the North East as having the lowest number of referral sources for those experiencing alcohol problems. Dr Hornsby Durham University Research 2004 again identified the paucity of services available. Ongoing consultations with service users and existing service providers. Discussions with commissioners including Sunderland PCT.

Within Sunderland, Hendon has the highest proportion of residents on waiting lists for treatment. As stated above **30% of the waiting list for North East Council on Alcohol (NECA) is from Hendon. Community Addiction Team indicates a figure of over 10%**. If the figures also included East City Centre, then we would

have a considerable increase. Using extremely crude measures, we could estimate that from national figures, Hendon would have in excess of **450 individuals who are dependant / harmful drinkers and over 1600 hazardous drinkers**. This doesn't take into account those family members and carers effected by those who are drinking in such patterns.

Evidence suggests that (Models of Care for Alcohol 2006) the most effective way of working with individuals is to be:

Empathetic – supportive – goal directed –

Helping – understanding – encourage autonomy – help access external resources

Following treatment individuals may need help to:

- Maintain their personal commitment to their drinking goal
- Avoid company of heavy drinkers
- Find housing / employment
- Access training – education – develop life skills
- Manage personal finances
- Achieve lasting changes in lifestyle

3.9 Is there any documentary evidence available to support the need for this project?

Yes [X] No []

If 'Yes' please provide details:

Alcohol Needs Assessment Research Programme (Dept. Health 2005)
Model of Care Alcohol (Dept Health 2006)
Sunderland Alcohol Strategy (2004).
Durham University Needs Assessment (2005)
North East Statement of Priorities (2007)
NERAF Needs Assessment (2006)
Alcohol Profiles England (NWPHO 2006)

3.10 Who will benefit from the services provided by the project?

The UK Alcohol Treatment Trials (2006) highlighted the fact that for £1 spent on treatment in turn saves the public purse £5 therefore both individuals and the community as a whole stand to benefit from this service.

3.11 Will there be any implications for Council Services arising from this project?

Yes [] No [x]

If 'Yes' please provide details:

3.12 Does this project require the support or sponsorship of a Sunderland City Council Directorate?

Yes [] No [x]

If 'Yes' please provide details:

3.13 Are any legal and other approvals required?

Yes [] No [x]

If 'Yes' please provide details of type of approval, date secured, or date expected to be secured:

Section 4: Equal Opportunities

4.1 Does your organisation have an Equal Opportunities Policy?

Yes [] No [x]

If 'Yes' please describe how the project will comply with the Policy:

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If 'No' please describe how your organisation addresses equal opportunities issues:

Equal Opportunities Policy is being developed in conjunction with Community Volunteer Service (CVS) Sunderland and will be in place by mid August 2007.

4.2 Does your project specifically address any of the following issues?

Ethnic Issues Yes [] No [x] (please tick)

If 'Yes' please provide details as to how the project is in line with the Race Relations Act 1976:

Being developed in conjunction with Sunderland Teaching Primary Care Trust and CVS Sunderland working closely with the leads from diversity, equality and community development.

Gender Issues Yes [] No [x] (please tick)

If 'Yes' please provide details as to how the project is in line with the Sex Discrimination Act 1975:

Being developed in conjunction with CVS Sunderland

Disability Issues Yes [] No [x] (please tick)

If 'Yes' please provide details as to how the project is in line with the Disability Discrimination Act 1995:

Premises have easy access and will be developed in line with DDA ie wheelchair access etc.

Section 5: Relationship of Project to the Area Framework(s)

5.1 Identify which Area Regeneration Framework Action Plan Strategic Priorities this project will address through the use of SIB, and demonstrate how these will be achieved:

The project will contribute to the Sunderland Strategy Strategic Objective 'Reducing Crime and the Fear of Crime' and the Area objective 'addressing alcohol misuse issues'

Fear of crime
Domestic violence
Anti-social behaviour
Health Inequalities

The above will be effected by the following services and responses being developed

by NERAF:

Development of community alcohol detoxification service
Development of peer health educators
Development of one stop approach
Encourage 'community ownership' of projects and community led solutions to tackling health related issues

Alcohol is a prime factor in crime – violence – health. This programme will deliver tangible and effected results by engaging with individuals who are either consuming alcohol or affected by a third party use. We also work with families and operate specific groups for instance – women only group.

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5.2 Identify outputs / outcomes against which the delivery of the project can be evaluated. Demonstrate how these will contribute to the Area Regeneration Framework(s).

There will be 1-2-1 sessions available each week (1 hour duration) and direct contact available by telephone to residents. Client contact varies from one initial contact and onward referral to mentoring and motivational support of up to 4 sessions. It is anticipated that 500 1-2-1 contacts will be available within Hendon. Specific targeting will be towards female drinkers who research shows are often reluctant to access services. The following benefits will accrue:

Reduction in fear of crime - Engaging with communities reducing perceived fears – using media – presentations and working with individuals within those communities.
Reduction in domestic violence – Offering direct service to those affected by domestic violence – access to women's only group.
Reduction in anti-social behaviour – Reducing individual drinking patterns
More people accessing treatment/support services Working with providers across Sunderland acting as a first point of contact
Responsible drinking – Driving forward responsible drinking messages

5.3 If the project relates to two or more Framework Areas, on what basis have you decided how to share the costs?

N/a

Section 6: Management Arrangements

6.1 Describe how the project will be managed:

NERAF General Manager will manage the project with the support of our management committee and professional advisory group. The advisory group consist of representatives (regionally) principally from PCT's, GONE, North East Council of Addictions, Safer Sunderland Partnership, BOTM, Newcastle and Northumbria Universities.

6.2 Are there any significant risks or uncertainties that may affect either the timetable of the project, or whether it achieves its objectives?

No

Section 7: Financial Information

7.1 How much SIB funding is requested?

£17,995

7.2 Indicate the type of funding requested: (please tick)

Capital [] Revenue [x] Both []

7.3 Has funding been requested / allocated from any other sources, including Council Directorates and if so how much?

BOTM / Sunderland Teaching Primary Care Trust though funds not available at this time

7.4 What other funding alternates have been considered and why were these not appropriate?

Trust and grant making bodies – there will be considerable delay but we know that there is an urgent demand now. We have submitted funding applications for 3 years operational costs to Northern Rock Foundation and Big Lottery and are through to 2nd round stages with both. The intention of SBI funding is to kick start the pilot programme.

7.5 What are the financial implications for the project should it not receive SIB funding?

Sunderland (and specifically the East area) would lose the opportunity to have the UKs first one stop approach to addressing issues relating to alcohol misuse

7.6 When SIB expenditure is complete how do you intend to continue this project?

As stated previously we have approached various trusts and funding sources following the initial consultation phase of the project. Additionally via the joint commissioning process in Sunderland, which will shortly include alcohol; it is our intention to make a case for continued funding from local authority and PCT alcohol funding. The project will also be discussed within treatment provider forums in Sunderland which will increase awareness and the subsequent potential for continuous funding

7.7 Provide a profile of projected costs:

Funding Source	2007/08	2008/09		Total Cost
SIB:				
East	£17,995			£17,995
Other Sources (please state)				
1)	NERAF Mentors	£15,000	£15,000	£30,000
2)	Choosing Health	£10,000	£10,000	£20,000
3)	WSMT Clinical Worker	£30,000	£30,000	£60,000

4)	<i>To be sought</i>		£17,995		£17,995
Total Cost:		£72,995	£72,995		£145,990

7.8 Please provide details of any 'in-kind' funding (e.g. Peppercorn rents), if included within the 'Other Sources' of funding shown above.

We receive

STPCT planning support

Wearside Substance Misuse Service – clinical support and advice

Volunteer support from within the community

Choosing Health – mentor training support funding

7.9 Please provide a breakdown of the Total cost to show the main areas of expenditure:

Breakdown of total cost (£145,990) still required.

7.10 Please provide details of how you will ensure that the procurement and purchasing of services and equipment will be managed in accordance with requirements as detailed in the guidance notes and guidelines. Include any estimates that you have and details of any contractors or suppliers to be used.

All procurement and purchasing of services will be undertaken in accordance with required procedures.

Section 8: Additional Information

8.1 Please provide any additional information that may be of use in support of your project proposal (Please append additional sheets if required):

Thanks to the hospitality of Community Addiction Team and North East Council of Addictions NERAF have been able to provide peer led support groups to those affected by alcohol misuse since 2004. NERAF have been able to employ a full time development worker and a part time woman's worker and in September 2007, Lloyds/TSB will give us funding to employ a full time administrator/support worker (though this hasn't been shown in the above funding profile).

Section 9: Declaration

I declare that the information provided is correct and accurate and that, should this application be successful, the organisation will agree to the terms and conditions of SIB:

Name:

Kevan Martin

Position in Organisation:

General Manager

Date:

06/09/2007