

At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on MONDAY, 1st MARCH, 2010 at 5.30 p.m.

Present:-

Councillor Wares in the Chair

Councillors Ball, M. Forbes, E. Gibson, Paul Maddison, T. Martin, M. Smith and Wood

Also Present:-

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| Christine Bulmer | - Wellness Programme Manager, Sunderland City Council |
| Hazel Clark | - Area VCS Network Representative |
| Neal Craig | - Neighbourhood Inspector, Northumbria Police |
| Nonnie Crawford | - Director of Public Health, Sunderland Teaching Primary Care Trust |
| David Curtis | - Area VCS Network Representative |
| Steve Dodds | - District Bus Manager, Nexus |
| Steve Dougal | - Sport and Leisure Services Manager, Sunderland City Council |
| Judith Hay | - Head of PC&EWB, Sunderland City Council |
| Paula Hunt | - Area VCS Network Representative |
| Matthew Jackson | - Democratic Services Officer, Sunderland City Council |
| Janet Johnson | - Deputy Chief Executive and Area Lead Executive, Sunderland City Council |
| Ray Leonard | - CEO, Back on the Map |
| Helen Matthews | - Head of Strategy, Nexus |
| Vivienne Metcalfe | - Area Community Co-ordinator, Sunderland City Council |
| Peter Nicol | - Connexions |
| Mike Poulter | - Head of Project and Service Review, Sunderland City Council |
| Stephanie Rose | - 14-19 Development Officer, Sunderland City Council |
| Debbie Ross | - Community IT Manager, Sunderland City Council |
| Janet Snaith | - Head of Business Investment, Sunderland City Council |
| Vince Taylor | - Head of Strategic Economic Development, Sunderland City Council |
| Nicol Trueman | - Area Officer, Sunderland City Council |
| Jeremy Wicking | - Media Officer, Sunderland City Council |
| Su Yip | - Project Development Manager Sport and Leisure, Sunderland City Council |

Members of the East Area Community

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors P. Dixon, Errington, Mordey, O'Connor and Vardy.

Minutes of the Last Meeting of the Committee held on 4th January, 2010

1. RESOLVED that the minutes of the previous meeting held on 4th January, 2010 be confirmed and signed as a correct record.

Declarations of Interest

Financial Statements and Funding Requests

The Chairman declared a Personal and Prejudicial interest in the Community Chest application for Ryhope Community Association as Chairman of Ryhope Community Association.

Councillor E. Gibson declared a Personal and Prejudicial interest in the application for Education Business Connections as the applicant was known to her and also her grandson was a pupil at St. Aidan's School, which had expressed an interest in the application.

Councillor Ball declared a Personal interest in the application for Bluewatch Youth Centre as a Board Member of Bluewatch Youth Centre.

Councillor M. Smith declared a Personal and Prejudicial Interest in the application for Education Business Connections as the applicant was known to her.

Consultation on Football, Play and Wellness

Councillor T. Martin declared a personal interest in the item as a governor of Southmoor School.

Chairman's Welcome

The Chairman welcomed everyone to the Meeting and introduced the Voluntary Community Sector representatives who had recently been appointed and were attending their first meeting.

Questions to Area Committee

The Chief Executive submitted a report (copy circulated) which informed Members of the questions received.

(For copy report – see original minutes)

Matthew Jackson, Democratic Services Officer, presented the report and advised that there had been one question received, this was regarding Hendon Beach and was attached to the report. There had been a site visit which had taken place at the request of the Chairman and the findings of this site visit would be presented to a future meeting of the Committee.

A review of the Questions to Area Committee pilot scheme would be undertaken and a report would be delivered to the April meeting of the committee to seek Members views on the scheme.

2. RESOLVED that the report and the question about Hendon Beach be received and noted.

Accessible Bus Network Design Consultation (Local Bus Links)

The Director of Strategy, Nexus submitted a report (copy circulated) which provided Members with details of the proposals for the Bus Network within the East Sunderland Area and requested Members comments and feedback on the proposals.

(For copy report – see original minutes)

Helen Matthews, Head of Strategy, Nexus, presented the report and advised Members that the Integrated Transport Authority and Nexus had launched the bus strategy in March 2009 and since then there had been consultation with the public. The Accessible Bus Network had been developed to provide services where the commercial operators did not provide services. These essential services were paid for by Nexus.

There was the possibility of withdrawing poorly performing services to enable funding to be redirected to more needy areas which would enable more people to access services and key destinations.

Councillor Paul Maddison asked what hours the new taxi bus services would be operating.

Steve Dodds, District Bus Manager, Nexus, advised that they would normally be operational between 9am and 6pm.

Councillor E. Gibson asked for clarification of whether the number 38 had been withdrawn completely and whether the number 37 would still be

operating. She had concerns that the Shiney Row College students would no longer have a direct bus from Tunstall Bank Estate to the college.

Mr Dodds advised that the 38 was being withdrawn completely and would be replaced by the 37. The 37 did not serve Shiney Row College directly however it did go past Herrington Burn which was within reasonable walking distance of the college.

Ray Leonard, Chief Executive of Back on the Map, advised that there had been an additional service provided by Compass Community Transport using funding from Back on the Map. This funding had now ended. He queried whether anyone had been in touch with Nexus with regards to continuing the provision of this service.

Ms Matthews advised that currently there had not been anyone in contact with regards to the provision of this service.

Councillor T. Martin queried whether the service that was provided by Compass would continue to be provided.

Mr Dodds advised that the service provided by Compass would be ending at the end of March 2010 and the demand responsive services would be ending in the next year. There would be new services provided.

Hazel Clark, Voluntary and Community Sector representative, commented that the current service took people to Asda however the new service would go to Morrison's supermarket.

3. RESOLVED that the report be received and noted and the Committee's comments be included in the consultation on the bus strategy.

Sunderland East a Prosperous Area Summary

The Chief Executive submitted a report (copy circulated) which informed the Members of the proposed actions relating to the Prosperous theme and which sought Members views on the proposals.

(For copy report – see original minutes)

Janet Snaith, Head of Business Investment, presented the report and advised that unemployment levels had risen significantly but had started to reduce again. There were a large number of employment opportunities in Hendon however there was still high unemployment.

Vince Taylor, Head of Strategic Economic Development, presented the report regarding the Economic Masterplan and advised Members of the vision and aims for the city.

Councillor T. Martin stated that it was pleasing to see these opportunities for the city. The increase in the number of companies taking on apprentices and the changes to the curriculum for secondary education were welcome.

Councillor M. Forbes commented that there were areas with large amounts of financial investment and initiatives in place however there was not much progress made. There was a need to work with the disaffected young people in these areas to help them attain the necessary skills to gain employment.

Stephanie Rose, 14 – 19 Development Officer, advised that Sunderland was a lead authority regarding the implementation of the reforms for the delivery of education. There were new methods of education being developed to work alongside the existing, traditional education methods. This would address the skills shortages. There would be a requirement for education to continue in some form up to the age of 18.

Councillor M. Forbes then commented on the 21 recent business start-ups and queried what the failure rate had been and what the reasons for failure were.

Ms Snaith advised that people were given advice and mentoring so that they were not left on their own. There were hopes that there would be a high success rate. People were steered towards viable options and there was a need to prevent there being too many businesses within the same industry contained in the same area.

Councillor M. Forbes then stated, with regards to wind farms, that it was her understanding that the power created could not be stored for use at times of high power usage.

Mr Taylor advised that the power created was fed into the National Grid which did have limited storage capabilities. There was a plant in Wales which used the power to pump water up a mountain and then when more power was needed the water was allowed to drop down the mountain and through turbines to create power. This system worked like a large battery.

A local resident asked why the wind turbines could not be built in Sunderland.

Mr Taylor advised that whilst the full range of opportunities presented by developments in the sector would be of interest to the port, there is not a site of sufficient size to accommodate manufacture. However, the considerable long-term opportunities presented by the operation and maintenance of an offshore wind farm in the North Sea would be of particular interest to the port of Sunderland.

Ray Leonard, Chief Executive of Back on the Map, commented that it took a lot of work to identify and work with the people with most need. This was costly however there were successful centres which brought together people with varied needs and brought the support workers together to help provide a better service for those in most need. He also commented that there was a lot

of housing available in the area and this led to the population being very mobile. Often, when people were given assistance to gain employment they left the area as their aspirations changed. There was a need to improve the services and housing in these areas and there was a need to address the wider issues.

4. RESOLVED that the 12 actions identified be noted.

Sunderland East Area Action Plans

The Chief Executive submitted a report (copy circulated) which provided information on the performance against the action plans for the area.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members of the progress which had been made on the action plans for the themes which had been discussed by the Committee so far.

The Area Committees website was now online (www.sunderland.gov.uk/areacommittees) and this provided information about the area as well as providing up to date versions of the action plans.

5. RESOLVED that the action plans be received and noted and further updates be received.

Financial Statements and Funding Request

The Chief Executive submitted a report (copy circulated) which sought the Members approval of proposals for the allocation of SIB, SIP and Community Chest funding to support initiatives that would benefit the area.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised Members that there was a proposal to change the protocols for Community Chest with regards to citywide bids. It was recommended that the process be changed so that citywide bids were considered at the end of the year once all other applications had been considered.

The Members agreed that this would be the most suitable way of dealing with citywide applications.

Ms Trueman also advised that the application for Education Business Connections had been withdrawn from the agenda.

There were nine proposals for support from the 2009/10 Community Chest set out in Annex 1. These 9 proposals totalled £5,840 and should they be approved then there would be funding remaining as follows:

Doxford Ward: £0

Hendon Ward: £0

Millfield Ward: £0

Ryhope Ward: £31

St. Michael's Ward: £1,279

There was one proposal for support from SIB funding with a recommendation to approve for Bluewatch Youth Centre for £24,819.

There was one proposal for Support from the Hendon Ward SIP funding with a recommendation to approve for Sunderland City Council for £700.

6. RESOLVED that:

- a. The Community Chest protocols be changed so that citywide bids were only received at the end of the year, after all other bids had been considered.
- b. The 9 proposals for support from the 2009/10 Community Chest be approved.
- c. The SIB application for Bluewatch Youth Centre for £24,819 be approved.
- d. The SIP application for Sunderland City Council for £700 be approved.
- e. The financial statement for the 2009/10 be received and noted.
- f. An application for SIB funding for the Green Team Programme be received.

Consultation on Football, Play and Wellness

The Executive Director of City Services submitted a report (copy circulated) which informed Members of the Football Investment Strategy and Play and Urban Games Strategy and sought feedback from the Committee on the investment priorities for the strategies.

(For copy report – see original minutes)

Su Yip, Project Development Manager, Sport and Leisure, presented the report and advised the Committee of the investment priorities.

Councillor Wood asked for clarification of what 4 change and 8 change meant and also whether the investment would be at Hill View Infant or Junior School. He also asked what a 3G pitch was.

Ms Yip advised that 4 change and 8 change was the number of changing facilities available at one time. More changing facilities would enable multiple matches to be played at once. The 3G pitches were pitches manufactured

using a modern artificial surface material. She agreed to find out which school the work would be taking place at.

Councillor M. Forbes stated that it would be useful to see which schools allowed the facilities to be used out of school hours.

The Chairman agreed with this and asked for the information to be provided.

Ms Yip agreed to provide this information.

Ray Leonard, Chief Executive of Back on the Map, advised that there was a sports pitch at Valley Road School and the Town Moor in the East End also had an informal sports pitch.

Christine Bulmer, Wellness Programme Manager, advised Members of the Wellness... it's a walk in the Park programme. There were planned walks of varying lengths between 1 and 3 miles which were suitable for everyone.

Councillor T. Martin suggested that Hendon Beach could be used as a location for the walks. He also advised that there were concerns over flooding in Backhouse Park caused by litter blocking the stream through the park. This caused health risks and restricted access.

7. RESOLVED that the report be received and noted and the Committee's comments be included as part of the consultation on the Football Investment Strategy and Play and Urban Games Strategy.

Responsive Local Services

The Executive Director of City Services and the Chief Executive submitted a report (copy circulated) which provided the Committee with an update on the Responsive Local Services Project for the period November 2009 to January 2010.

(For copy report – see original minutes)

Mike Poulter, Head of Project and Service Review, presented the report and advised that the black recycling boxes would be phased out and replaced with the new blue recycling bins.

There was no pattern to the missed bin collections and the East Area had the lowest rate of missed bin collections in the City.

Litter was a problem across the whole area and was a major issue for everyone. Mr Poulter directed Members attention to the map contained in the presentation which showed the litter hot spots.

Councillor Wood queried when in the recycling programme would the East Area be receiving the new bins. He also commented that the East Area had seen more penalties for littering than anywhere else.

Mr Poulter advised that there had been a targeted campaign which was the reason for the large number of penalty charges issued for littering. He agreed to provide Councillor Wood with the information regarding the black recycling boxes.

A local resident stated that despite the targeted litter prevention work there were still problems in the Long Streets area of Hendon. There was a large amount of waste was dumped in the back lanes in this area. The road sweeping was lacking as there was only a road sweeper attended the area every six weeks. There were also problems with dog fouling in the area.

Mr Poulter advised that this information was important as it would be able to be used to ensure that the services were responsive to the community's needs. There was a need to target specific issues and ensure that the frequencies of services were appropriate.

Councillor T. Martin commented that there was a need for effective, regular street sweeping.

Mr Poulter advised that there was a need to look at the needs of the community and the current frequency of services. If the frequency of services was increased in an area then there would be a need to reduce services in another area unless additional funding was secured. There was a need for communication and education in order to change behaviour rather than just continuing to increase the amount of service provision in the area. There would be education campaigns taking place in the schools in the Hendon area.

8. RESOLVED that the report be received and noted and that further updates be received.

(Signed) D.R. WARES,
Chairman.