

PEOPLE PRIORITIES

	Area Priority	Proposed Action	Lead Agent	Progress
1	Create Healthy Lifestyles through targeted activities, events and communication	1. The city approach to an Active Sunderland commenced in 2014/15 and continues to be developed over the coming years. West Area Committee will support the Active Sunderland approach working with others to support delivery of outcomes with the aim of getting people physically active.	SCC, VCS	Large-scale 'Road to Rio' Healthy Lifestyles Event held 30th June, 1st July and 2nd July 2016, funded by West Area Committee. The event was a huge success with over 550 school children attending during the 30th June and 1st July and over 5000 people attending the family day on 2nd July. Feedback from the schools and those that attended the event has been incredibly positive.
		2. Continue to deliver the Healthy Lifestyles project and work with schools to influence and further embed physical activity programmes within Schools linked to School Games Organisers and the LAF Team	SCC, Schools, LAF Team, School Games Organisers	Healthy Lifestyles Co-ordinator was heavily involved in the delivery of the Road to Rio event. Delivery of the Cultural Passport element of the project is going well. A full update to be presented to November People Board to ascertain future direction to work with schools to ensure the more vulnerable young people are given the opportunity to increase their physical activity as well as improve their overall mental health and feelings of wellbeing.
2	Work in partnership with the Sunderland Clinical Commissioning Group to reduce social isolation and mental health issues through prevention and improved communication	1. Reducing Social Isolation working closely with the Sunderland Clinical Commissioning Group (SCCG) to deliver a range of projects which ensure West GP's and formal health pathways consider the positive contribution of the West VCS to reduce support a reduction in social isolation	VCS, CCG, GP's, SCC	Community Helpers presented an update to West GP's and GP Practice Managers in August. They shared case studies to 'bring to life' the real issues that local people are facing, to ensure GP's continue to understand the value of the Community Helpers - linking into the CCG Operational Plan for 2016/2017 relating to Prevention (working across the city, implementing a whole system approach to self-care to increase healthy life expectancy and make every contact count).
		2. Reducing mental health issues in young people by working closely with the SCCG and the West VCS to deliver a range of projects which ensure all partners understand the benefits of informal support, alternative activities and social group dialogue and support.	SCC, VCS	June Area Committee requested to approve the alignment of the remaining West Health Plan funding to support the delivery of a project. A proposal was then presented to September People board (Item 5). Research was undertaken to develop the proposal and following approval at October Area Committee a full Call for Projects which is relevant to the West; not duplicating activity and support already available and which has the potential to make a real difference for young people will be developed using a partnership/collaborative approach.

3	Develop activities for young people to reduce holiday hunger, encourage healthy lifestyles and improve their local environment	1. Deliver programme of holiday activities across the West, covering School Holidays from July 2016 through to June 2017, delivering activities which encourage young people to become environmentally aware; physically active and support their local community.	SCC and Youth Providers/West VCS	June Area Committee approved funding for a programme of Holiday Hunger activities and a Call for Projects was circulated, Project were scored and agreed at July People Board. Projects are monitored closely and include specific funding conditions in relation to activities being delivered which support both West People and Place priorities. Update on project delivery to be presented to People Board in November. The Council's intelligence hub is being used to support the projects to target families most in need to ensure they receive communication and promotional materials to take-up the offer of activities.
4	Support vulnerable communities to tackle poor health, worklessness and raise their aspirations	1. Support communities to access training for those who are actively seeking employment - Research the opportunities for access to training for those actively seeking employment and develop a proposal to support those who are unable to access free training, who are unable to pay for training which would enable them to move into sustainable employment.	SCC, SFA, FACL	Extensive research already undertaken in relation to Skills Funding Agency - FACL training courses. Further research and opportunities to progress support to be presented to a future People Board, particularly focusing upon Community-led Local Development Funding, as well as ESF Community Grants.
		2. Deliver the Community Helpers Project across the six wards within the West of Sunderland, ensuring that any lessons learnt throughout the project are shared to influence commissioning of services to support our most vulnerable.	SCC, VCS, CCG, DWP	Community Helpers work in partnership across the West and meet regularly with Area Arrangements Team to ensure lessons learnt are timely and shared. Further updates and case studies to be shared with People Board in November. Community helpers have, in the meantime, shared their ward update and case studies with their Ward Councillors.
		3. Monitor the implementation of the Sunderland Council Local Support Framework and identify potential gaps across the West of the city in preparation for the roll out of universal credit as well as the implications of the Benefit cap.	SCC, VCS	Utilise the Sunderland Council's Complex Needs Survey to ensure support is programmed to utilise the resources available across the West VCS Network. Ensure the intelligence hub is used effectively alongside the ICT resources available across the area to support people with on-line claims, job searches and benefit advice.
5	Develop and encourage partnerships between education and business	1. West Business Directory to be shared with all schools to link schools to local businesses as well as create additional opportunities for work experience; apprenticeships and vocational training.	SCC, VCS, DWP	Continue to monitor the delivery of the WIRES2 Project, linking 14-16 year olds with vocational training opportunities and businesses. See Item 3 October Area Committee People Board update report for full details.
6	Support West Enterprise	1. Delivery of the West Enterprise Scheme to create ten new businesses within the West of Sunderland.	SCC, Local Businesses	5 new businesses as at August 2016, supported by the West Enterprise Scheme. All business start-ups were unemployed before the business start. There are a wide range of business types and a good spread throughout the West Area.

7	Work with the West Voluntary and Community Sector to ensure they are focused and enabled to strengthen their position and long-term delivery strategy	1. West VCS Network - work with the VCS Sector to strengthen and increase capacity to enable the sector to deliver the West priorities.	SCC; VCS	Area Arrangements Team now has access to and has been trained in the use of, the GRANTfinder software and regularly research and share information with the VCS network, as and when funding opportunities arise. VCS organisations continue to apply for the opportunities and are keen to continue to receive alerts
8	Influence the design, delivery and review of People based services devolved to Area Committee	1. Education and Skills Strategy and developing relationship with Schools with a particular focus upon work skills, vocational qualifications and opportunities to prepare young people to move into employment and raise their personal aspirations to succeed. Understand the impact of poor mental health and wellbeing in relation to young people's aspirations to move into secure employment and personal development	SCC & Schools	WIRES 2 project, approved at December 2015 Area Committee currently delivering to support the gathering of evidence to demonstrate the need to work specifically with 14-16 year olds (especially those leaving care, in care, at risk of becoming NEET), to offer opportunities to increase vocational qualifications, develop enterprise and learn general 'ready for work' life skills. Chair of Committee met with the Director Education in August to ensure he was aware of the work being undertaken within the community to support young people.
		2. The Sport and Leisure Joint Venture (Sport and Leisure Management SLM) - understand the implications for the West area	SCC/SLM	Further updates on delivery of the venture were presented to the September People Boards. See Item 3 People Board Report (October 2016), for full details.