

Sunderland West Area Committee

ANNUAL REPORT 2011- 2012



Sunderland West Annual Report 2011/12

Executive Summary of the Chair of West Area Committee

At the beginning of the last financial year, Area Committee set out its priorities for the year ahead, and developed a Work Plan for 2011/2012 in order to monitor actions against these priorities. During this exercise it was acknowledged that community involvement should be at the heart of everything we do and so, throughout the year, when identifying what actions we could take to deliver the priorities, we considered the needs of our neighbourhoods and how we would engage with community and voluntary sector groups and with our residents across all of the wards in the West area. Through very successful partnership working we have reached large numbers of people; whether it is consultation with residents, representation from the Voluntary and Community Sector (VCS) network or local people helping to deliver actions, we have encouraged a wide range of organisations to support the work of Area Committee.

With this in mind West Area's priorities were identified as:

- Youth and Play provision: diversionary activities to alleviate anti social behaviour (ASB):
To identify gaps in activities available for young people and work to reduce those gaps, providing positive and engaging activities for young people to participate in. and to work with individuals and local communities to reduce ASB and its impact.
- Traffic and Highways:
To ensure the provision of safety schemes meets the needs of local residents.
- Job Prospects:
To increase the job skills of the most vulnerable and hard to reach and increase people's employability.
- Health and Well Being:
To focus on areas of concern and promote steps to alleviate risk taking behaviour and improve people's life styles and life chances.
- Child and Family Poverty:
Support and influence the development of the City's Child and Family Poverty Strategy and the neighbourhood model of service delivery.
- Environmental and Street Scene improvements, including shopping centres
To physically improve the natural environment and facilities in the area as well as address some of the day to day issues that residents were dissatisfied with.

In addition, as the municipal year progressed, the particular issues affecting Eden Vale and the neighbouring Thornhill area, in Sunderland East, were seen as requiring further attention. The West and East Area Committees established a joint Project Group to coordinate provision in the area and develop proposals to alleviate ASB.

We established 'Task and Finish' Groups to progress our priorities on 'Environment and Street Scene', 'Health and Well Being', 'Youth and Play', and 'Job Prospects'. For 'Child Poverty' and 'Traffic and Highways' we asked for and received reports, which allowed the committee to make key changes to how services developed.

We have worked hard to ensure that we get best value and maximum outcomes from our Strategic Investment Budget and Strategic Investment Plan funding and have allocated the majority of our budget to delivering the priorities outlined in the 2011/12 Work Plan. We will continue to develop this and work in partnership with local groups, agencies and partners to identify project proposals to meet local needs and priorities.

Some key examples of activity delivered include:

- The delivery of activities for young people, which has seen the Youth Development Group lead and work collaboratively with Area Committee and a number of voluntary and community organisations across the West to plan and deliver activities for young people within the 8 – 19 age bracket. These activities have been planned and delivered with significant input from the young people within the area as well as tackled the local resident perception of young people hanging around the streets with nothing to do.
- Delivered, in partnership with the Teaching Primary Care Trust (TPCT), the 'Health Champions' project to up skill locally based staff and volunteers in order to develop a systematic approach to tackling health behaviours. The project provides staff and volunteers the skills to provide basic interventions and sign posting to help people take the first steps towards healthier lives.
- Developed an 'Enterprise Coaching' project, targeted at young people, to provide support and guidance to promote self employment opportunities.
- Successful and positive working with area based responsive services to address day to day issues and influence service delivery to target areas and make best use of resources. This working relationship has further developed with the 'Walk and Talk' programme, which enables elected members, partners and the local community to develop proposals to improve the local area and address issues that matter the most to local residents.

Overall, the West Area Committee has taken a focused approach, identifying clear priorities, which tackled concerns and issues that were pertinent to the local area and highlighted by residents. This approach has seen the establishment and development of very successful partnership working, which has helped to make the local area a better place to live.

Lastly, as Area Chair I would like to thank Committee, our partners, local communities and residents for helping us to achieve so many successes in this year and look forward to continuing to work with you all.



Councillor Peter Gibson, Sunderland West Area Committee, Chair

Introduction

Area Committees are appointed by the council to ensure improved service delivery at a local level in the context of best value and more efficient, transparent and accountable decision making. They deliver this role through:

- leading on the development and delivery of Local Area Plans (which are subject to Cabinet approval) and identifying all main priorities for the improvement of an area.
- monitoring the quality and effectiveness of services delivered by the council and other main providers in the area, and
- Actively encouraging local residents to become involved in decision making on matters which affect them.

Area Committees work closely with council officers, external partners, voluntary and community groups and local people in both the development and delivery of Local Area Plans and in doing so ensure that strong and consistent links are made between local and city-wide plans and the overarching commitments of the Sunderland Strategy. The plans help to develop and shape services to address need at an area level.

Community involvement and engagement is at the heart of everything Area Committees do and, throughout the year, when identifying what actions need to be taken to deliver the priorities, committees consider the needs of local neighbourhoods and residents across all of the wards in their areas. Through consultation with residents, representation from the Voluntary and Community Sector (VCS) Networks or local people helping to deliver actions, a wide range of organisations and individuals are encouraged to support and influence the work of Area Committees.

Area Committees hold delegated budgets, Strategic Initiatives Budget (SIB) and Community Chest, which are allocated to projects and initiatives that can demonstrate that their work will support the delivery of the Local Area Plans and identified priorities which will improve the quality of life in the area.

At the end of each municipal year, Area Committees produce an Annual Report which reviews and evaluates the degree to which it has successfully achieved its objectives and been effective in promoting Community Leadership. It considers what the key achievements have been, as well as, the performance of all projects and initiatives that have been awarded Area Committee resources.

Performance Update Against West Area Committee priorities 2011/12

The next section show priorities selected by the West Area Committee for 2011/12 and how we have performed against what we set out to do. The priorities, outlined in detail, below are:

- Youth and play provision: diversionary activities to alleviate anti social behaviour and disorder.
- Traffic and Highways, including repairs, speeding and dangerous driving.
- Job Prospects.
- Health and Well Being; focussing on areas of concern and risk taking behaviour.
- Child and Family Poverty.
- Environmental and Street Scene Improvements, including shopping centres.
- Eden Vale and Thornhill.

Priority: Youth and Play provision: diversionary activities to alleviate Anti Social Behaviour and disorder



Background

Youth and play activities were identified as important to local people. In addition to providing positive and rewarding activity for all young people, the need to provide targeted, responsive activity in areas of high youth disorder was identified. In addition, the need to cater for the needs of younger children and providing positive activities during school holidays was identified.

- There are 15 public play and urban games facilities in the Sunderland West, including the City Adventure centre, which is an extensive outdoor play park, as well as two of the city's six wheeled sports' parks. Area Committee was heavily involved in the local development of these facilities, as part of the of the City's Play and Urban Games Strategy.
- There has been a distinct drop in youth related anti social behaviour (ASB) across the whole of Sunderland West which is currently 35.3% lower on the year to date than the same period last year.
- Usage of facilities for young people is the highest of the five areas across the City and is a likely result of having a major city facility at Silksworth Community Pool, Tennis and Wellness Centre.
- A Safer Communities survey shows that residents are more likely to feel crime and ASB has fallen in the last 12 months.

What we set out to do

- To develop services to overcome the lack of out of school activities for 8 – 12 year olds.
- To improve holiday activity provision for children and young people.
- To promote Community Leader training to assist the transition for young volunteers.
- To map youth anti social behaviour and develop activity to alleviate it.
- To influence local policing strategies regarding disorder.

What was achieved

- A Task and Finish Group was established to consider opportunities and options for the Area Committee to consider, in order to meet its priorities. The Task and Finish Group consists of councillors, youth and play providers, council officers and the West Voluntary and Community Sector (VCS) Network.
- The Task and Finish Group has been highly successful in developing partnership working between the council and nine local youth and play projects. These providers – The Box Youth Project, A690 Youth Project, Youth Almighty, Lambton Street Youth Centre, Pennywell Youth Project, The Launchpad, Four Seasons Activity Group, Pennywell Community Centre and Tansy Centre – supported by the Youth Development Group, were commissioned by the Area Committee to deliver positive activity programmes throughout all the school holidays. This work has led to greater partnership working and led to non commissioned providers being quality assured by the council. There was an evaluation report of last summer's activity programme, which was presented to the committee by a number of projects and young people.
- Over 300 additional youth sessions have been delivered and contact with 1,215 young people made.

- The Area Committee agreed to prioritise out of school activities for 8 -12 year olds and holiday activity provision. A result of this is youth providers now provide 'junior youth sessions' as a condition of the ward commissioned contracts. This is in addition to the existing minimum of three youth sessions per ward. This new junior provision will be evaluated within six months and reported back to committee.
- A full programme of holiday activity has been delivered in all wards during all school holidays this academic year. Area Committee committed over half the funding for these programmes: £42,000 out of a total of £72,000.
- XL outreach provision has delivered positive activities for young people in response to ASB intelligence and local councillors have been involved in the operational groups, which have planned XL deployment. Attendance has been consistently high and consumption of alcohol on these nights has reduced since this provision began in November 2011.
- Contracted and externally funded youth provision continues to be delivered in all wards.
- The Area Committee has allocated £75,000 towards the provision of additional holiday activities in 2112/13 and 2013/14.
- The Area Committee has continued to support the development of services to young people in the West, by providing financial support to projects, such as, 'Safe Play' at Plains Farm School and Farringdon Detached Football Club.

Case Study

17 year old **David** from Farringdon is deaf and also has learning difficulties; he is a young person who historically disengaged from mainstream services and provision due to the lack of support he has received.

He approached the Launchpad earlier in the year keen to develop his skills. He was a very quiet young person with little confidence. After some support and training we encouraged David to volunteer in the summer activities. David was a vital part of the play schemes success, arriving on time in uniform every day and setting up all sessions and ensuring policy and procedures were followed at all times.

David is now much more confident and has enjoyed the work he has done over the summer. He is now keen to complete a youth work qualification at college, as well as becoming a regular volunteer in our kids' club sessions

Case Study

This individual had been attending the project for a few months prior to the holiday programme. When she first started coming to the sessions she was often shy, with drawn and tended not to join in with many of the activities provided. She also lacked greatly in confidence and found it difficult to socialise with fellow peers. After some one to one discussions with workers, and breaking down some of the barriers, the young person asked of ways she could become more involved in the project. She followed suggestions and started volunteering during the summer play scheme. As she became involved, workers could see the young person developing confidence as well as showing great attributes as a worker, she displayed a very caring nature, and supported the young children well. As the scheme continued the individual started to build friendships with other young people who were also volunteering. She began to attend the holiday youth sessions, joining in planned activities and learning new skills. This young person is now regularly attending the evening sessions and is considering a vocation working with children, as she has not only enjoyed the experience but has gained some valuable skills from the volunteering process.

Budget allocated to priority area

A total of £152,000 (38% of the budget committed) has been allocated to this priority from the current year's budget.

Priority: Traffic and Highways; including repairs, speeding and dangerous driving

Background

Traffic issues were identified as important to local residents, within the Place Survey. Area Committee recognised its role as representing these concerns and influencing the provision of city services to meet local needs. Accordingly, most of the committee's activities in this field were concerned with ensuring the effective response of services, particularly road safety, to local needs. The criteria for road safety schemes was reported to and agreed by committee: severity of local accident history; exposure of vulnerable road users; likelihood of compliance; proximity of schools; costs of implementation; integration with existing traffic calming; public acceptability. From 2008 to 2010, collision and accident statistics show 12.5% of fatalities and 23% of serious injuries from accidents, occurred in the West area.

What we set out to do

- Promote programmes for 20 mph road safety zones.
- Influence the assessment system for prioritising road safety and speed reduction schemes.
- Influence the area and zonal approach to road maintenance and minor works.

What was achieved

- Recognised the need to influence policy and practice at a City level.
- Road safety issues were identified and the overall plan for allocation of resources and prioritising future work has been reviewed at a City wide level. The new approach and criteria in dealing with such matters will support the improvement of the service.
- The new approach has led to capital works being undertaken at Silksworth (20 mph scheme), Tunstall Hope Road and Allendale Road.

Priority: Job Prospects

Background

Job prospects were identified by local residents as a high priority (Residents' Survey, 2010) and the Area Committee has sought to investigate and target the most effective interventions, to support this priority. The statistics bear out residents' concerns.

- 26% of the city's Job Seekers' Allowance (JSA) claimants reside in Sunderland West, the highest of the five areas.
- The rate of claimants of the 16-64 resident population is significantly higher in Sunderland West at 6.3%, than the overall rate for Sunderland (5.8%).
- Sunderland West, at 16.6% has shown the biggest increase in claimant numbers, over the last 12 months, of all the five areas. The City average is 12.3%.
- On a ward by ward basis there are clear variations with regard to the claimant count, with Pallion having significantly higher rate of 8.6%, when compared to the overall rate for Sunderland. Of the remaining five wards, only Barnes at 4.4% and St Chad's at 3.8% were lower than the City, with the other three also significantly above – Sandhill, 7.7%, Silksworth, 6.1% and St Anne's, 7.6%.
- People on key out of work benefits, including JSA, are 21.3% of Sunderland West's 16 – 64 population. This is higher than the City at 20.5%.
- Sunderland West has the highest number of JSA claimant counts for those aged 18 - 24.

- 9.3% of the resident population in Sunderland (Academic year 12-14), were not in education, training or employment (NEET), at the end of November 2011. Five of the wards exceeded this figure: Sandhill, 14.4%; Pallion, 13.2%; Silksworth, 10.9%; St Anne's 10.5%; St Chad's, 9.4%.

What we set out to do

- Increase employability.
- Provide support to increase the skills of the most vulnerable.
- Support the provision of accredited training for volunteers to improve skills and confidence.

What was achieved

- Established a 'Task and Finish' Group to map provision and need and develop options for Area Committee's consideration.
- Mapped unemployment hotspots throughout the area.
- Considered a number of options within a changing national policy environment.
- Agreed to focus on apprenticeship and enterprise opportunities for young people.
- Committed £50,000 towards the cost of an 'Enterprise Coaching' project in the West, with wider benefits across the City, which will support 37 young people into self employment, with a sustainability rate of 80%.
- Organised an Apprenticeship Event with employers, which has produced options for promoting and developing more apprentice opportunities across the West.
- Linked apprenticeship and enterprise projects to provide a seamless programme with mentoring support.
- Carried out research with local employers to investigate opportunities for West's young people. This evidence will support interventions to help young people find work in the area and identify specific barriers that are preventing businesses from employing young people in Sunderland West.
- Engaged local employers to determine the barriers to providing employment and work experience for young people and what more could be done to help businesses provide more employment and work experience opportunities to local young people.
- Further engagement with businesses to improve relationships with employers and identifying opportunities for joint working, support reducing bureaucracy for employers regarding apprenticeships and placement schemes, look at what opportunities are available, what can be done to help businesses, what other support might be needed, and how to provide and co-ordinate more opportunities for young people.

Budget allocated to priority area

A total of £52,000 (13% of the budget committed) has been allocated to this priority from the current year's budget.

Priority: Health and Well Being; focussing on areas of concern and risk taking behaviour



Background

Health inequalities are a major issue throughout Sunderland West. Not only are poorer health outcomes experienced, when compared with other parts of the city, and country, there are significant systematic health inequalities consistently identified in Sunderland West, particularly in Pallion, Sandhill and St Anne's. The community has been engaged through the Teaching Primary Care Trust's Local Engagement Board and identified the need for a more systematic approach to addressing health inequalities.

- The Health Index, which measures premature death rates and poor health, gives an average score for Sunderland West of 0.94. This compares to the city score of 0.86. The higher the score the more health deprived an area; the West is one of three areas with similar levels of health deprivation.
- 44% of the West is within the top 10% most disadvantaged wards in terms of health. This compares to 51% in 2007.
- Sandhill, Pallion and St Anne's are the wards with the highest levels of deprivation in the West and the least healthy lifestyles and the lowest life expectancy.
- There are mixed health outcomes across the area, with significant ward variations reflecting the areas of most disadvantage, which have the worst outcomes.
- There is evidence that the investment in promoting healthier lifestyles, including Health Champions is having an impact, on healthier living, including the more deprived communities.
- Partly as a result of the investment in activity programmes and facilities, the proportion of adults participating in physical activity has increased from 19.5% to 22.5% from 2008 to 2010, across Sunderland

What we set out to do

- Engage and support local partners in the delivery of local priorities.
- Promote community engagement and connecting people to local services.
- Support the development of local health champions.

What was achieved

- Established a 'Task and Finish' group, which has successfully engaged partners and the local voluntary and community sector network (VCS Network) in the planning and dissemination of the project.
- Through joint working between the Council's Area Community Development Coordinator and the Teaching Primary Care Trust's Engagement Team, successfully engaged with local community groups.
- Contributed funding to the delivery of a 'West Health Champions' project, which has been driven by the Task and Finish group and the community engagement work.

- The work of the committee has focussed on reducing risk taking behaviour through its support for Health Champions, providing life style advice and guidance within their work or community groups.
- There are over 200 people from the West training to be Health Champions, a third being from VCS organisations working in the West.
- There are now 20 Health Champions who have completed all five modules, including four councillors, and a further 74 people undergoing training..
- 22 young people from the Box Youth Project have completed different parts of the programme and five are fully accredited Health Champions. The young 'Champions' are delivering peer education to young people throughout the area.
- The Interim Evaluation suggested there is evidence of increases in physical activity and better engagement with more deprived communities, which will help improve health outcomes.
- All the Health Champions are front line workers, volunteers and councillors who are identifying health and lifestyle issues with those they engage with and helping them to access relevant services.
- A full evaluation of the project is currently being carried out by Leeds Metropolitan University. This will be reported to the Area Committee and to the City's Health and Well Being Board.

Budget allocated to priority area

A total of £105,400 (27% of budget committed) has been allocated to this priority from the current year's budget.

"Becoming a Health Champion has given me a deeper understanding of factors that affect people's health, and I now have a different approach to my work."

"I now have a more holistic outlook when promoting oral health and feel I can offer more support and affectively signpost to local services."

Priority: Child and Family Poverty

Background

Child and Family Poverty were identified as an important local priority. Area Committee recognised its role as representing these concerns and influencing the development of the City's overall strategy to tackle Child and Family Poverty. Accordingly, most of the committee's activities in this field were concerned with influencing the strategy, as it developed, and learning the lessons of the neighbourhood pilot, reported to committee in November. Further evaluation will lead to new models of working within the area. A statistical profile of the area shows:

- 27.7% of children living in Sunderland West are classified as living in poverty. This compares to a city figure of 25.9% and is the second highest of the five areas.
- There are significant variations; Pallion has 38.1% and St Anne's has 37.8% of children living in poverty.
- The proportion of children in Sunderland West living in workless households is 29%, significantly above the City average of 23.5%, with Silksworth (30%), Sandhill (31%), St Anne's (33.5%) and Pallion (38.5%) being higher.
- The proportion of children living in families in work poverty in Sunderland West is 6.6% and exceeds the City average of 5.3%.
- Sunderland West has the highest free school meal eligibility of all five areas at 25.6%, which compares to the City figure of 22%

- St Anne's has the highest proportion of children on free school meals , in the West, at 39.5%, the third highest of all Sunderland wards.

What we set out to do

- Support the City's developing Child and Family Poverty Strategy.
- Support the Child Poverty Needs Assessment.

What was achieved

- The committee received a number of update reports on the progress of the neighbourhood pilot.
- Influenced the development a neighbourhood modelling approach (initiated in Southwick) with a view to rolling out the change practice across the City to other targeted communities and possibly including St Anne's in the West.

Budget allocated to priority area

A total of £4,000 (1% of budget committed) has been allocated to this priority from the current year's budget.

Priority: Environmental and Street Scene Improvements, including shopping centres



The quality of the local environment has consistently been identified by local residents as one of their main priorities. Maintaining a clean environment and improving the “liveability” of the area is a key priority for the Area Committee.

- Sunderland West has nine parks, including Barnes Park, which is the largest of the City's urban parks. However, the quality of parks in the West, despite the presence of Barnes Park, is below average.
- 58% of Sunderland West residents use parks, which is above the city average of 51%.
- The IMD 2010 Deprivation Index shows the score for Sunderland West was 18.6, compared with 17.4 in Sunderland. The higher the score, the more deprived an area is in terms of its environment.
- While 23% of the City's population lives in the West, just under 14% of the City's green space is located in the area. An additional 58 hectares would be required to match the City average.
- The lowest amount of green space provision in the West is located in Ford and Pallion, St Gabriel's, Pennywell and Humbleton and Plains Farm. Very low or low quality green space was identified in Ford and Pallion, Farringdon and Pennywell.
- Woodland cover within the area is also below average.

What we set out to do

- Respond to local needs through Responsive Local Services.
- Ensure improvements are in line with the City's Green Space Audit and Green Space Infrastructure Plan.

- Improve derelict and neglected land.
- Improve local shopping areas.
- Ensure derelict and neglected buildings are included in improvements.

What was achieved

- Established a 'Task and Finish' Group to map provision and need and develop options for the committee.
- Improved public realm provision in Pallion, Thorney Close shopping areas, which is on-going, and Humbledon. This latter project, to 'fill' former tree bays, was in partnership with Gentoo.
- Targeted street scene delivery to address hot spot areas based upon intelligence.
- A number of environmental refurbishment and physical improvement works carried out, improving the physical appearance, environmental appeal and responding to what residents want and are telling us.
- The use of real time intelligence from the Council, Partners, the VCS and local residents to help plan and deliver works that improved physical appearance of the West area. Examples of this are the clearing of the over grown plantation at Newport Grove (in conjunction with Gentoo) and the clearing of shrubs, being used as a 'den' and contributing to incidents of ASB, at the Chester Road/Pennywell Road junction.
- In November 2011, £36,000 SIB was aligned to support the delivery of action against the priority by a 'Walk and Talk' programme, which discussed and found ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life. The programme also provides an opportunity to discuss and engage with local residents.
- The programme consists of 24 Walk and Talk sessions, one session per ward each quarter.
- Ward Councillors lead the Walk and Talk programme, agreeing the routes and dates for sessions throughout 2011-12, with the West Area Response Manager (ARM). Sessions included a variety of partners, for example, Neighbourhood Police, Fire and West VCS Area Network representatives.
- In September 2011, the 'Love Where You Live' campaign was launched with volunteers and partners getting involved in local projects from bulb planting, shrub clearance, painting, graffiti removal and litter picks. Over 14 events have been delivered across the wards to improve communities, involving 12 different organisations and over 130 local residents.
- Engaged successfully with the West VCS Network and supported a community clean up at Ford Quarry.
- Funded a number of allotment improvement schemes.

Budget allocated to priority area

A total of £62,450 (16% of spend) has been allocated to this priority from the current year's budget.

Priority: Eden Vale and Thornhill

Background

In March 2011, both Sunderland West and East Area Committees recognised that for a period, areas in Eden Vale (West) and Thornhill (East) have been experiencing difficulties ranging from ASB, a perceived lack of co-ordinated youth provision, community tensions and a general unhappiness about the state of the environment. A number of initiatives were being delivered by numerous organisations within the area to tackle the problems, however it was recognised that they would benefit from greater co-ordination.

- Eden Vale is considered a 'hotspot' of ASB, which whilst having fallen, in line with the West area over the past 12 months, has risen by 30% over the last six months. This compares to the West's rise, over the same period, of 4.5%.
- There are youth sessions six days per week.
- The mineral line at Eden Vale continues to be the main gathering point for large groups of young people.

What we set out to do

- Establish a project group with the East Area Committee to respond to specific needs of the area.
- Coordinate services and develop new initiatives.
- Develop and implement an Action Plan.

What was achieved

- Established joint Area Committees' Project Group, with four councillors from the West and three from the East.
- Agreed an Action Plan, focussing on: ASB; youth provision, environmental concerns and community cohesion.
- Carried out an audit and agreed a youth programme for the Eden Vale and Thornhill.
- Continue to monitor community tensions in the area.
- Work with the Eden Vale and Thornhill Residents' Groups.
- Organised a series of events to promote cohesion in Backhouse Park and Barnes Park. The events were family fun days with residents being given the opportunity to make hanging baskets and use them to decorate their streets. The Barnes event was supported by a ward Community Chest grant.
- Extended the police led Operation Freedom.
- Committed resources, with the East Area Committee, to develop a community facility at Richard Avenue Primary School, which has resulted in a range of play and out of school activities.
- Committed resources to environmental works at Eden Vale mineral line as a means to alleviate ASB.
- Youth providers are working closely together to maximise their effectiveness.

Budget allocated to priority area

A total of £18,000 (5% of spend) has been allocated to this priority from the current year's budget. In addition, £21,790 of SIP has been allocated.

Finance

The West Area Committee has successfully allocated more than £483,592 throughout 2011/2012:

- Total **Strategic Initiatives Budget** allocated £394,550.
- Total **Strategic Investment Plan** allocated £23,790
- Total **Community Chest** allocated £65,252.

Strategic Initiatives Budget (SIB) Strategic Investment Plan (SIP)

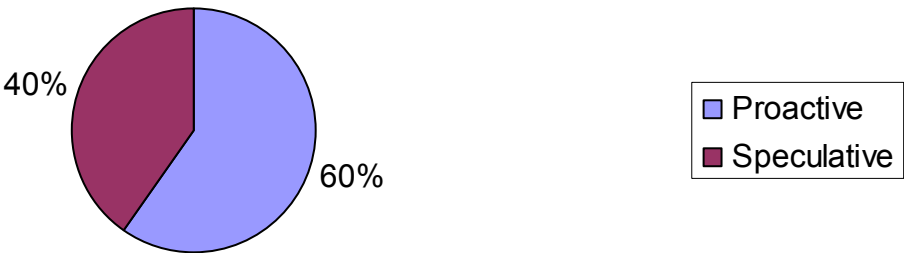
A budget of £654,433 was available for 2011/2012

Committee have allocated the budget to meet the priorities outlined in the Local Area Plan.

The charts below provide an overview of proactively allocated funds, match funding attracted and priorities targeted.

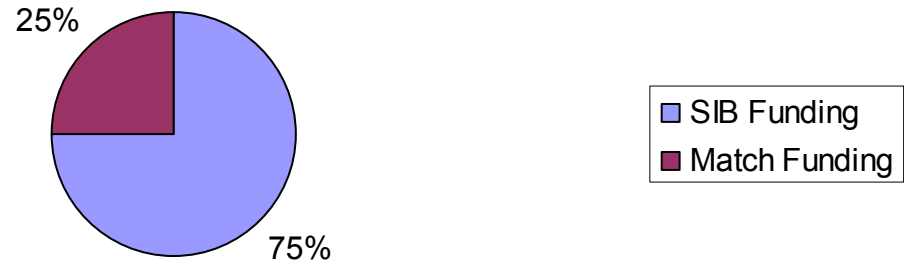
SIB Proactively Allocated to Priorities

Proactive- Speculative



**SIB/Match Funding
(At Application)**

SIB West- Match Funding

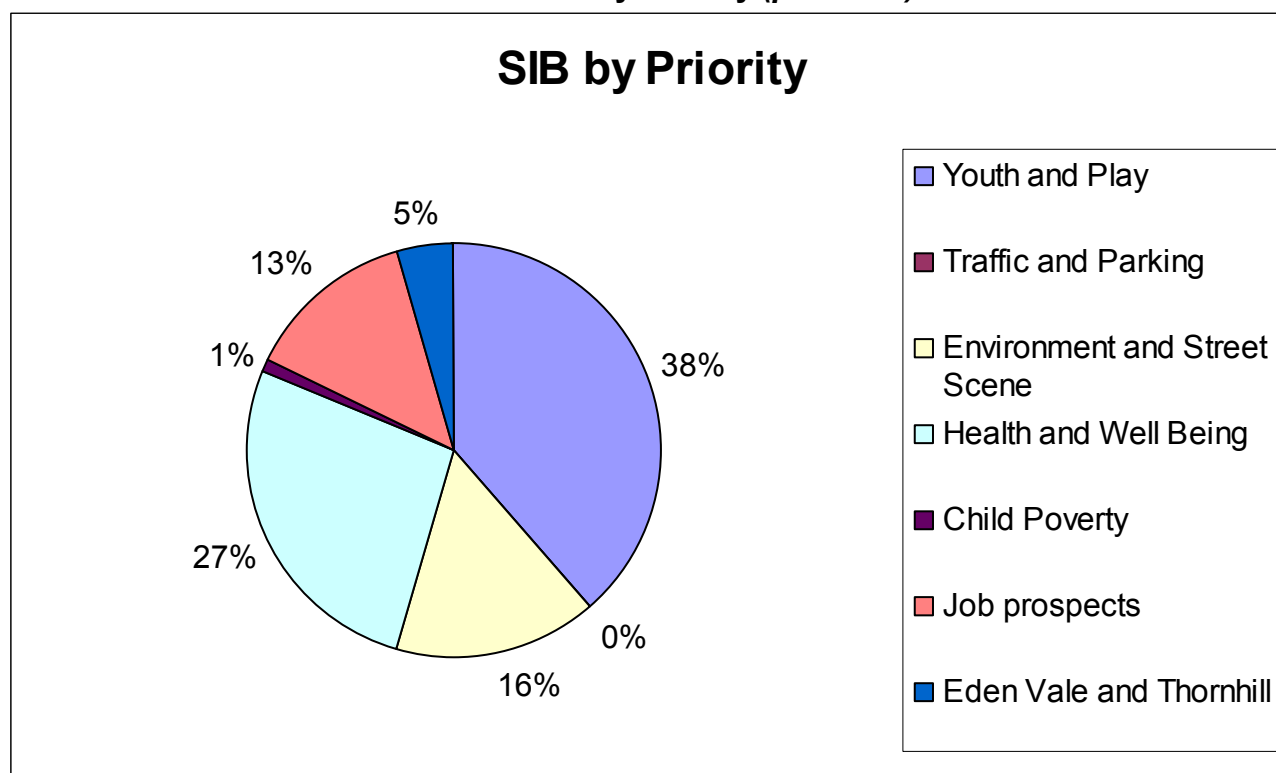


SIP/Potential Match Funding

SIP- Match Funding



SIB allocated by Priority (pie chart)



Community Chest

Community Chest forms part of the Strategic Initiatives Budget and is allocated on a Ward basis. There is a total of £83,063 for the West, of which Area Committee has allocated £65,252

Next Steps

An Area Needs Assessments (ANA) is currently under development to support Area Committees agree their priorities for 2012 -13. A snapshot of the ANA will be presented at the State of the Area Debate in June 2012. The aim of the snapshot is to assist Area Committees to decide on their future priorities, by building a picture of the area using key statistics and background information, along with identifying areas of strength and opportunities to develop.

The State of the Area Debate is following a similar format as the State of the City Debate, but delivered at an Area level. Sunderland West's Area Debate has been organised for the 12th June 2012. This will be an opportunity for Area Committees to showcase examples of good practice in the area and request residents to inform future priorities, by participating in a question and discussion session with the Leader and the Chief Executive in attendance.

Information will be collated from the ANA and the Area Debates and presented to Area Committees in June and July 2012 to approve the Local Area Plans and priorities for 2012-13, with Cabinet approval being sought thereafter.

A joint Annual Report highlighting the key achievements of all five Area Committees is to be presented to Full Council for consideration.

In September 2012, the outcomes from the State of the Area Debates will be reported into the annual State of the City Debate.

