

2013-2014





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# Foreword



**Cllr Gofton**  
**Portfolio Holder and Policy Member for**  
**Responsive Services and Customer Care**



**Cllr Watson**  
**Portfolio Holder and Policy Member for**  
**Responsive Services and Customer Care**

2013-14 has been an incredibly busy and challenging year for us all - a year when Sunderland amongst many things, celebrated its 21st year as a city. As Portfolio Holder and Policy Member for Responsive Service and Customer Care it gives us great pleasure to introduce the Area Arrangements Annual Report for 2013-14, which showcases some of the key achievements delivered this year, through the dedicated work of the five Area Committees and their supporting Place and People Boards. It also highlights how we translate the principles of a community leadership council in practice and the central role of local councillors in this with the positive impact it is having on the lives of people by creating stronger, more resilient and more productive communities.

Our ambition of reframing the relationships with our citizens through our community leadership approach, and the continual efforts of re-energising local politics through our area arrangements continues to go from strength to strength, in our drive to support resilient communities and this has been demonstrated this year through:

**Locally influencing the delivery of traditional city-wide council services devolved at an area level** so that decision-making can be quicker and more responsive to local needs such as street scene services, youth services, library service provision, prioritisation of local highways maintenance activity and a range of other service areas. An extensive 'pipeline' of further services will see the range and value of services increase dramatically over the next year.

**Delivering local priorities** which continue to meet the biggest needs of local people and local communities most effectively and where appropriate the re-design of services/activities so that they are fit for purpose, and support real change. Through working together, in genuine and equal partnership with local people, we continue to tackle old issues in new ways, making the most of the strengths that lie in our communities which bring about real innovation with local people at the heart of it.

**Supporting people and communities through local Area-based budgets** with a budgetary value of over £1.5m, this continues to be utilised to provide seed funding for community projects which are the catalyst for change – reducing demand on council services and creating the opportunities within the community for delivery at a local level, which is fit for purpose and sustainable in the longer term. In the past year we are encouraged to report that 271 voluntary and community sector groups and organisations were successfully awarded a Community Chest grant and some £1,434,801 of Strategic Initiatives Budget was received by 75 voluntary and community sector groups and organisations across Sunderland.

**Engaging with partners** is critical to prioritising and developing joint solutions for local and city-wide problems, developing and mobilising capacity within communities, influencing how public services are delivered within the resources available. The Area Committees, as local advocates and networkers, continue to be well placed to work with local communities in collaboration with our partner organisations.

As always we look forward to the year ahead, together with the challenges that it will undoubtedly bring as we deepen our community leadership approach through our area arrangements, to create resilient communities in Sunderland.

Lastly, it is important that this report is viewed as a collaborative achievement and we express here our appreciation of all those who have contributed to its production along with the outcomes achieved through the work of the Area Committees.



*Hadleigh Road improvements –  
Supported by Area Budgets*



# Area Arrangements in Sunderland

Our Community Leadership Council approach is about putting Councillors at the heart of decision-making. Launched in 2009, it spans from local area based front-line services to strategic, citywide issues, with joint member-officer leadership at its core. It allows members to respond quickly to real time emerging issues in neighbourhoods and helps reduce often complex, perhaps difficult agendas to practical, bite-sized chunks.

Our approach to being a Community Leadership Council is based around a number of key principles:

- Evolving appropriate service delivery by properly understanding the needs of local people
- Giving a voice to communities and ensuring they remain at the heart of the design and delivery of services
- Encouraging more empowered, independent and entrepreneurial and self-reliant communities
- Creating a better connected and more engaged city
- Devolution of decision-making – building on social capital and encouraging true co- production by using Area Committees, Place and People boards as the base for local engagement
- Growing the city's economy
- Developing and celebrating Sunderland's distinct identity
- Creating conditions for strong, vibrant communities – giving people access to good health, housing, education, jobs and leisure

The 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:

- Monitoring the quality and effectiveness of services delivered by the council and other main providers in the area

- Working in partnership to develop efficient and effective solutions to city-wide issues as well as supporting local area priorities

In its first phase, Area Arrangements promoted transformational improvements in councillor support, governance and the development of Place and People Boards – each focusing on delivery of responsive local services. The achievements of Area Committees are measureable and have been recognised recently by the Department for Communities and Local Government (DCLG) Select Committee on the Role of Councillors in their Communities, as well as a recent Corporate Peer Review.

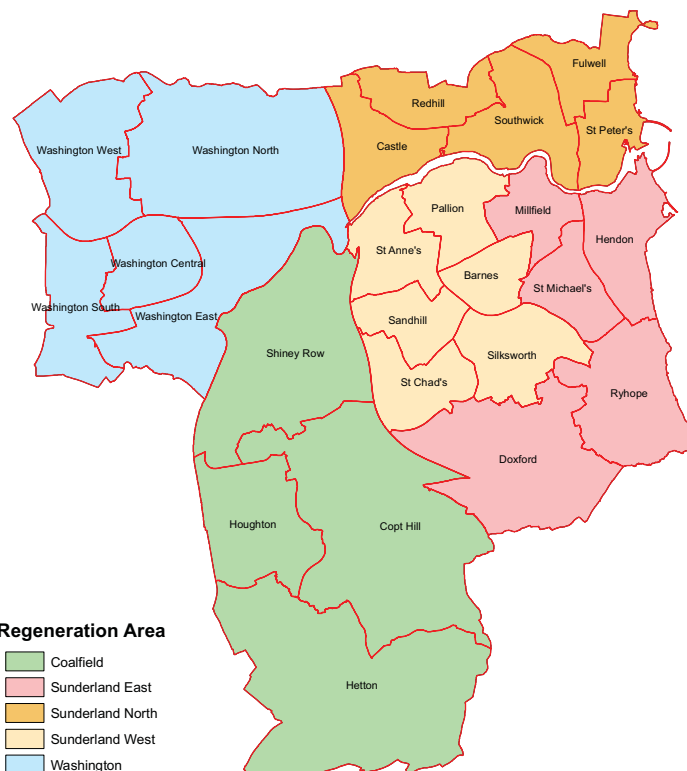
Moving forward our Community Leadership Programme supported by Area Committees will now form the base from which co-production and building social capital within our communities emerges and grows.

We can only be successful Community Leaders if we understand our communities and their needs. We have a wealth of insight and intelligence accessibly to use. As we move to being

less of a deliverer of services ourselves and more of an intelligence and commissioning resource for the city, we need to understand how to generate and use customer insight to ensure all resources are allocated as effectively as possible.

Area Committees will continue to use their Place and People boards, which were set up in each of the five Areas to deliver on priorities set by the Area Committee – the boards continue to evolve and are very practical actioned orientated groups. Each Board is chaired by one of the Area Committee's two Vice Chairs and has elected member representation from each of the Area wards.

The Area Committees have a membership which includes all elected members from the Area's wards working alongside service delivery partners and members from the Area Voluntary and Community Sector Network.



# Coalfield Area Committee



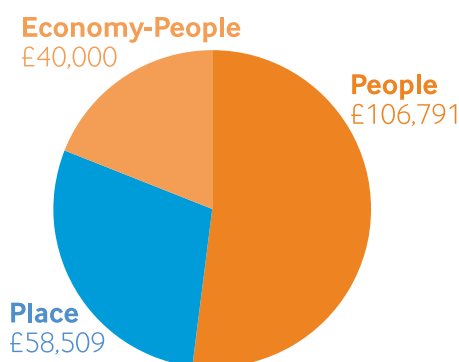
**Cllr Dennis Richardson**  
**Chair of the Coalfield Area Committee**

At the beginning of this financial year, the Coalfield Area Committee set out its priorities for the year ahead. We wanted our work and resources to focus on bringing real benefits to the local community, so we chose key areas that included local shopping centres, additional activities for children and young people, neglected land, improvements to allotments and support for older people and vulnerable adults. Delivering these local priorities, along with carrying out its strategic influencing role, has been the focus for Area Committee and its Place and People Boards throughout 2013/14.

Working with partners has been crucial to ensure we get value for money and maximum benefit from our resources to deliver better services to our residents. The Voluntary and Community Sector (VCS) Network is made up of a wide range of local organisations from the sector who come together to work in collaboration with Area Committee to address local need. Working with the Network has ensured that we have worked with more residents and community groups than ever before.

Strategic Initiative Budget (SIB) is allocated to each Area Committee on an annual basis to support initiatives which help achieve the delivery of area priorities. During 2013/14 Coalfield Area Committee has focused resources on key areas which are important to local people. A total of £205,300 has been awarded to delivering projects within the area, all of which help to achieve our goals and aspirations set at the beginning of the year. In addition to funding larger projects, we have awarded 62 small grants through our Community Chest

fund, supporting projects such as a gardening club for young people, social events for older people and equipment for a craft club. The average Community Chest grant is around £550.



A lot of excellent work has taken place over 2013-2014 with yet more in the planning stage. Some of the highlights are:

## **People**

Providing additional support for older and vulnerable adults, the People Board has developed and supported a range of initiatives. We have supported local partners to provide two new lunch clubs, set up a befriending service, promote books at home, provide a shopping bus which runs three times a week and provide dementia awareness workshops to anyone living, working or volunteering in the area.

During the summer of 2013, a dementia friendly community room/café was built at Bernard Gilpin School in Houghton-le-Spring. Area Committee provided financial assistance to buy equipment for the centre which was officially opened on 10 December by the Mayor of Sunderland, Cllr Bob Heron. The new facility, 'The Living Room', aims to reach out to the community and support the needs of local residents. The room is used by local groups, individuals and their carers who can enjoy such activities as 'Singing for the Brain', Intergenerational Choir, a dementia café and dancing. The school is the only dementia friendly school in the North of England, which is a great achievement for the area.

Working in partnership with the Clinical Commissioning Group we have jointly funded 10 new activities to help improve the sexual and mental health of our young people and promote healthy weight for children. The activities were designed, and are being delivered, by local organisations in partnership with Area Committee. Health and wellbeing is something the People Board wants to focus on in the longer term and will continue to work in partnership with our health partners to achieve better outcomes for local people.

The impact of Welfare Reform is something the People Board is working to address and to date has provided additional funding to allow more financial and welfare advice sessions to be delivered. This work will continue to be developed throughout the next year in partnership with Gentoo and other local partners.

## **Place**

The past year has seen a greater role for the Place Board in influencing local street scene services to ensure the unique needs of the area are considered during street cleaning and maintenance. The residents within the Coalfield area are proud of the visual and environmental improvements carried out and have shown their willingness to become involved in activities to keep their neighbourhood tidy by being involved in a vast number of 'Love Where You Live' (LWYL) projects.

The LWYL campaign continues to enhance our communities, with work being undertaken by our VCS partners, schools, Sunderland College and residents groups in partnership with City Council resources.

A large scale clean up at Primrose Hill supported by RLS Street Scene Operatives, in partnership with Groundwork and Gentoo, has been carried out. Students from Kepier Academy and New Penshaw Primary assisted with tree pruning, litter picking, railing painting and stream clearing in



addition to taking part in environmental education activities with the Park Ranger from Elba Park. A number of other schools are developing ideas to be included in the programme, which will help reduce the consequences of negative behaviour on the environment.

The Neglected Land project has seen 66 plots of neglected land brought back into use and sites at Eppleton School, Old Dubmire School and Collingwood Drive given a makeover, with local schools involved in shrub clearance, tree planting, path laying, and bulb planting. Allotment sites have also been improved. The greatest improvements carried out at Burnside allotments and Britannia terrace involved new fencing, large scale clearance and remodelling of plots. Tenants are being supported to form allotment associations and more community gardens are being encouraged.

The Place Board has continued to provide on-going support to local shopping centres and has now engaged with 63 independent traders across the three areas (Hetton, Houghton, Shiney Row). Area Committee has funded a retail specialist to work with businesses on a one to one or group basis with the aim of improving trade and productivity. Small grants have been awarded to over 20 businesses to make small improvements



*Love where you live – working at Fencehouses*

such as new signage, decorating and producing marketing information.

### **Moving Forward**

This report provides only a snapshot of the work carried out across the last year and gives the key highlights of what has been achieved. As more services move to area based working, it is vital that local communities become involved and have their say on how, where and when the City Council delivers services in their area. We're committed to improving on the

successes we have seen this year and will continue to keep local communities at the heart of everything we do. We are pleased to have worked extensively with our VCS partners and further work will be developed. I would like to thank all members of Area Committee, and partners, officers and residents, for their hard work and support throughout the year in helping to achieve such encouraging results and better services for local people.



*Taking library services to the community*

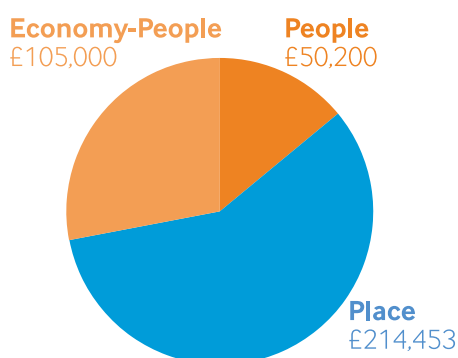
# East Area Committee



**Cllr Ellen Ball**  
**Chair of East Area Committee**

East Area Committee set out its priorities for the year ahead to focus work and resources on issues that will bring real benefits to the local community. A snapshot of the funding that has been allocated broken down by People, Place and Economy is found below.

- Reducing the number of young people that are not in education, employment or training (Economy) £105,000
- Building futures- Community Kitchen (People) £19,700
- Supporting community groups to transform adult social care (People) £30,500
- Additional highway maintenance works (Place) £20,000
- Development of the Coastal Path (Place) £50,000
- Love where you live programme (Place) £36,053
- Improvements to local shopping centres (Place) £108,400
- Total £369,653



My colleagues the local Councillors, led the way, out in our local communities with partners and residents delivering a variety of excellent projects. Some of the highlights are:

Undertaking 'Love Where You Live' campaigns to deliver environmental improvements and celebrate what is good about East Sunderland. The activities have ranged from the first community fun day held in Doxford attracting over 300 local residents to over 20 volunteers getting involved in tidying up Burn Park, Millfield and neglected land at the Six Streets, Hendon. It was great to see local schools get involved as well, for example, pupils from Hudson Road Primary designing a booklet on safe places to play, which was shared with every school child in the area.

Councillors visited local shopping centres, consulted with local traders and residents to agree improvements that could be made to the appearance of the centres. As a result SIB funding was allocated to carry out a series of improvement works, including painting all street furniture, road markings, highway barriers and shop fronts at Villette Road, Hylton Road, Grangetown and Ryhope Street South shopping centres.

The Committee carried out a mapping exercise to identify the services that are provided for older people in East Sunderland. The information was used to compile an on-line Community Directory which was recently launched, identifying over 900 services specialising in provision for older people. A small grants scheme has been agreed to provide support for community groups with any additional capacity requirements as a result of their inclusion in the directory. The directory is a valuable tool in helping to manage demand for future adult social care services and in helping our local communities to be more self-sufficient by enabling them to access the clubs, groups and services available in our neighbourhoods.

Resources have been provided to enable a community kitchen to be set up which has developed individuals ability and confidence to cook for themselves, promoting healthy living. The facility also provides a social outlet with broad band access, community library book collection scheme, support and advice on nutrition and healthy living opportunities all aimed at reducing social isolation.

Supporting young people into education, employment and training by committing resources to provide mentoring and work experience and support for local businesses to take on apprentices. Our aim is to provide a progression route for young people who have completed work experience to move on into employment and get sustainable opportunities from their training.

Working with East VCS Area Network and Natural England, the Committee has delivered a 'better than basic signage' scheme to promote the national coastal path running through Hendon and Ryhope. Connecting communities to their coast and encouraging people to 'go outdoors' and improve their health and wellbeing.

Partners from across the area have worked hard to address crime and disorder through delivering various operations across the area, for example, Operation Lantern targeted anti-social behaviour along Hudson Road. This involved alcohol seizures and stop searches.

In addition to specific projects that we have resourced we have also influenced the design and delivery of a range of services to meet the specific needs of East Sunderland's communities as part of our work programme.



From a Place perspective, we have worked to:-

Introduce a Dog Control Order Policy, which extends enforcement powers to include offences such as, keeping a dog on a lead or permitting a dog to enter land in specified location,

Prioritise road repairs as part of the Highway Maintenance programme for 2014/2015,

Consult on the Local Development Framework, Core Strategy which sets out housing, business and other development needs for the area, and

Ensured that services managing commercial health and safety, pollution control, pest control and licensing laws are raising awareness of what they can provide to enable residents to deal with associated concerns effectively.

From a People perspective, we have worked to:-

Inform and agree the specification for activities included in Youth Contracts, the Children Centre programmes and XL Youth Villages,

Support the transformation of Library Services by identifying potential venues for community outreach programmes, community book reservation and collection services, and dealing with resident's concerns about the changes,

Shape a review of Wellness Health programmes, so that services developed would meet the specific needs of our local communities.

Partnership working has been key to ensuring we get value for money and maximum benefit from our resources. There are many examples throughout this report of the excellent work that has taken place over the last 12 months. We are continuing to work closely with and support, the East Area Voluntary and Community Sector (VCS) Network. Relationships will continue to be strengthened in the future as opportunities arise for our communities



*Hudson Road Primary School pupils, Mrs Westgate (Headteacher) and Cllr M Mordey (Hendon Ward)*

to be seen as participants, rather than recipients of services.

We are developing relationships with a relatively new organisation, the Clinical Commissioning Group (C.C.G.) and its East Locality Team which is a group of G.P. practices working together to commission local health services. This relationship is important as services are better integrated across health and social care to ensure developments are locality focussed and meaningful engagement is undertaken to maximise involvement of our communities in their healthcare options.

We are committed to achieving positive impact for local people and our achievements this past year have resulted in a wide range of benefits, some of which are visual, for example, environmental improvements to open spaces and shopping centres, local community events, improvements to roads, and some of which are contributing to local peoples wellbeing, for example, training and employment opportunities for young people, increased provision of services for older people and support with healthy living.

In addition to larger scale projects a range of smaller scale support has been provided to community groups (47 grants have been awarded totalling £37,547) the

benefits of which have included holding local events for people to attend (e.g. community music, drama, coffee mornings, exhibitions and other social events), providing opportunities to increase participation in sport, (e.g. variety of different sports equipment, fishing equipment, football strips), and opportunities to improve general wellbeing (e.g. healthy eating activity sessions, cooking skills and diet advice, plants for volunteers to build a sensory garden, craft materials for free art classes).

We're committed to improving on the successes we have seen this year and will continue to keep local communities at the heart of everything we do. We will develop our relationships with partners and identify future priorities together to ensure local services are joined up and that local communities are taking an active role in shaping those services to meet local need.

As the Chair of East Area Committee I would like to thank all members of the Area Committee, including my two Vice Chairs, Northumbria Police, Tyne and Wear Fire Service, East VCS Area Network, Responsive Local Services and Locality Teams, and the C.C.G. for their hard work and support throughout the year in helping to make East Sunderland a better place to invest, work and live in.

# North Area Committee



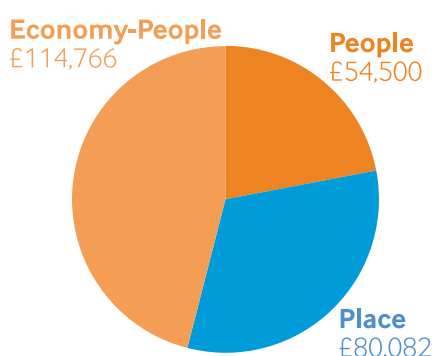
**Cllr Richard Bell**  
Chair of North Area Committee

North Area Committee continues to work tirelessly alongside its communities, council officers and local partners to influence and support the delivery of services and activities to benefit residents in the North of the city.

During 2013/14 Area Committee agreed that it wanted to focus its attentions on:-

- The further development of its influencing role, in relation to Public Sector Services, and ensuring members help determine how those services are delivered at an area level.
- Targeting its own budgets to kick start activity and innovation and help to further strengthen communities. Those key priorities included green space and shopping centre improvements, accessibility of services, facilities, events and information, job prospects and activities for young people, anti-social behaviour and heritage.

During this last year North Area Committee allocated £249,348 of its Strategic Initiatives Budget to support local priorities (See pie chart which provides a breakdown to how SIB has been allocated in line with People and Place priorities). Members have also awarded almost £51,345 of Community Chest to local community groups to deliver activities that provide genuine community benefit and help to address community need at a ward level.



Some key examples of achievements over this last year include:

## Place

Continuing to work closely with the Council's Area Response Team to influence how Street Scene Services are delivered in the North, specifically in line with one of our key priorities to improve green spaces and shopping centres.

Council staff, community groups, partners and volunteers have worked together to update facilities in the North including re-painting equipment at Marley Potts Play Area, clearance and re-planting activity at Roker Park, footpath and bridge repairs at Staverly Road, tree and shrub clearance and re-planting at Sunderland North Community Sports Complex.

Allocated funds for additional green space improvements, to take place during 2014. To include tree thinning, improvements to plantations and the second phase of landscaping improvements to the riverside at St. Peter's to make the walkway more accessible to local people.

Supported the development of proposals for Dog Control Orders for parks, playing fields and open spaces in the North area. Its proposed that orders will be put in place in July to help standardise our approach to dog control across the city and ensure all dog owners/walkers are aware of their responsibilities in relation to removing dog faeces, and when and where to keep a dog on a lead.

Continued awareness raising, through local businesses, of their responsibilities in relation to keeping shops and surrounding areas clean and tidy.

Influencing the review of the Local Development Core Strategy for implementation in 2016. Elected Members recognise the importance of having a say on the Strategy as it will form the basis of future decisions on land use in the city and, as such, impact on the area's ability to access jobs and services and create a better environment in which to live.

Supporting the development of proposals for a Parking Management Scheme at the Stadium of Light. This will help deal with problematic parking by non-residents during events held at the Stadium. Recent public engagement has shown the majority of local residents are in favour of the permit scheme. Once the final stage of development and consultation is complete the scheme could be in place this summer.

Awarded funds to install a clock at the Wheatsheaf gyratory, subject to planning permission. Members are keen to ensure that the installation will be part of the commemorations within the city marking the commencement of the First World War.

Influencing the Highways Maintenance Capital Programme and helping to identify which roads will be improved during 2014-15. The final decision will be made based on considering information at a community level from elected members, residents and businesses and reports from Highways and Engineer inspections.

Continue to work with communities, officers and partners to develop a lasting legacy of local history. Helping to shape proposals for improvements to St. Peters Church and its monastic footprint, Roker Pier and the development of the Heritage Bid for Hylton Castle. Additionally we have awarded funding to an oral history project, improvement works to North East Aircraft Museum, Southwick Old Town Hall and Beamish Museum working with local schools to educate young people of the impact of the First World War.



2013 saw the second switch on event for Southwick Community Christmas. The event was organised by local community groups and partners including Southwick Neighbourhood Youth Project (SNYP), the Salvation Army, Southwick Primary School and Gentoo and was extremely well supported by local businesses.

Worked in partnership with CEED to consider the feasibility of developing Roker Park Lodge as their base and an Environmental Education Centre for use by schools and community groups. In addition to confirming arrangements for CEED to manage the community usage of the Pods installed at Roker during the summer of 2013.

## People

Continuing to work closely with the Council's Early Years Intervention and Locality Services, to encourage the best start in life for our young people. Our particular focus this year has been to ensure the effective delivery of Youth Contracts and helping to inform activities to be delivered by the Children's Centre in the North as from April 2014.

Working with partner organisations in the area to deliver youth activities in addition to trying to keep our young people safe. SIB funding was awarded to local youth providers to deliver youth activities during the summer months. In addition to funding the Police to deliver Operation Harpoon and deal with young people in possession, or under the influence, of alcohol in order to tackle incidents of ASB around Seaburn and Hylton Castle. Those partners are currently working together to agree a joined up and proactive approach to determining activity and advice for young people in advance of summer 2014.

Supporting better Health and Well Being at a local level. Specifically considering how to tackle social isolation and increase awareness of services available in our communities. Work to date has included the development of a directory of services available and approving funding to allocate to community lead



*St. Peter's Church*

activities that can help to reduce social isolation.

Encouraging healthy lifestyles. Awarded funding to Keep Kids Active who has worked with 2,715 young people, to date, to engage in healthy lifestyle projects. Young people participated in a variety of physical activities at summer camps which took place at Castle View Academy, Red House Academy and Southwick Community Primary School. Further sessions are planned for the school holidays during 2014.

Delivery of the Men's Healthy Futures North Project continued throughout the year to help address the main lifestyle cause of cancer and promote awareness of its early signs and symptoms. 754 individuals have been engaged through the project to encourage commitment to specific health improvements and lead healthier lifestyles.

Influenced how the city's new modern library service will be delivered as from October 2013. Bunny Hill is now the library hub for the North of the city, supported by Fulwell community library and a programme of community outreach activities to take services into neighbourhoods. Elected Members in the North helped to identify potential venues for community outreach programmes, community book reservation and collection services. Community librarians

will continue to work with local community groups to further develop and embed the community outreach approach.

Working with partners to maximise employment opportunities for young people in the area. Recently approving funding to the Foundation of Light to deliver the Back on Track First Steps Project. The Foundation will work with 14 – 16 year olds in the North to develop learning and employability skills in order to reduce the risk of becoming not in employment, education or training (NEET) at school leaving age. Additionally North Area Committee has awarded funding to the Southwick Neighbourhood Youth Project to help to improve the employability of 16-25 years olds in the area. Both initiatives will be delivered during 2014/15.

In summary, the North Area Committee has continued to work in partnership with communities, officers and partners to maximise achievements in the area.

Together we have achieved many successes and I would like to thank all members of the Area Committee, including the two Vice Chairs, Northumbria Police, Tyne and Wear Fire Service, North VCS Area Network, Responsive Local Services and Locality Teams for their continued hard work and support.



# Washington Area Committee



**Cllr Bernie Scaplehorn**  
**Chair of Washington Area Committee**

The Washington Area Committee has continued to embed partnership and participation to ensure both residents and the voluntary and community sector have helped to deliver activity to meet local need. This has kept our local communities at the heart of everything we do and has encouraged a wide range of organisations to support the work of the Committee.

Washington Area Committee set out its priorities for the year ahead to ensure a focus on activities that would bring real benefits to the local community. This included:

Stimulating opportunities for employment and encouraging more enterprise and entrepreneurship particularly for young people. This has been achieved through a Youth Opportunities and a School Opportunities Project. Funding has also been provided to develop better engagement with businesses and for a Retail Support Specialist Project to work with the Concord Traders.

Tackling health inequalities through addressing social isolation of older people, and helping residents become more active through the Community Health and Green Spaces Project. Neighbourhood improvements and the development of green spaces work also contributed to the development of local initiatives to tackle health inequalities across the area

Ensuring support for the voluntary and community sector to help build capacity and deliver services for local people

## Funding

Through the Strategic Initiatives Budget the Committee has worked hard to ensure the best outcomes from its resources, and has allocated more than £338,000 to projects to deliver priorities for People, Place and Economy. This has included £100,000 for the Community Health and Green Spaces programme (People and Place), £80,000 for Village Centre Improvements (Place), £28,000 to develop a local approach to employment and enterprise (Economy), £50,000 to fund local community events (People) with a further £50,000 to ensure a community led program to celebrate Washington's 50th birthday in 2014. Members also awarded 63 Community Chest grants totalling £53,125 to local groups and organisations to deliver community benefits at a Ward level.



A number of excellent projects have been rolled out throughout the area:

The launch of the Village Centres Improvements Project whereby a range of environmental activities and initiatives will deliver a co-ordinated approach to neighbourhood management and improvements in all of the Washington villages. This will also involve local communities and VCS organisations providing opportunities for joint working and a co-ordinated approach to neighbourhood management.

The Youth Opportunities and Schools Opportunities Projects have worked with more than 250 young people to date. More than 65 young people are now in further education or employment and the projects are considered best practice

with regards to engaging with our NEET young people.

Following local traders contacting the council and local Councillors the Retail Support Specialist Project together with a Shop Local Project has been initiated to support the Concord Traders. This initiative will support local businesses to improve competitiveness, effective trading and sustainability.

The Community Health and Green Spaces Project has provided a co-ordinated network to encourage local people to be more active. It has also linked the villages and will provide a venue for events and activities and will be a valuable resource to tackle Washington's health inequalities.

To support adult social care a small grants scheme was agreed to encourage local organisations to provide additional services to address social isolation in older people. Eight schemes have been agreed which will deliver a range of activities, develop social clubs and provide services such as a local shopping bus.

Local events are key to enhancing community inclusion and involvement in Washington. Funding has been allocated to ensure a community programme of activities and events is in place to celebrate Washington's 50th birthday, established events such as the ever popular Washington Heritage Festival and the Washington Illuminations are once again delivered, and a new Christmas Festival for Washington Village will be launched.

The award of funding to support the development of the Washington Youth Council

From a Place perspective the Area Committee has directly influenced a range of services. This includes:

Washington Business Centre which opened in April 2014 on Turbine Business Park will provide improved business space, increased jobs, employment and new businesses.



*Washington Illuminations*

The new Washington Leisure Village to replace the current Washington Leisure Centre will provide much improved facilities for the area

Prioritising road repairs as part of the Highways Maintenance Programme, consultation on the Local Development Framework Core Strategy which sets out housing, business and development needs for the area and working through partners to deliver a co-ordinated response and approach to mitigate against local flooding

Continuing to work closely with the council's Area Response Team to influence street scene service delivery and to ensure a partnership approach with local residents and organisations

From a People perspective we have worked to

Develop community inclusion & support for the Voluntary and Community Sector. This has been through the Washington 50th birthday Community Programme and the support of the Washington Trust to help the local community and VCS to build capacity through events management, partnership and consortia working

Encourage the community and partners to increase the number of residents engaged in activity in order to tackle health inequalities through the Community Health and Green Spaces Project. We are currently working with partners to determine branding, a launch event and links to other activities

Area Committee has also influenced area specific elements of the council's core services including local youth provision, activities to be delivered by the Children's Centres in Washington from April 2014, how a modern library service will be delivered, and helped to inform both the Integrated Wellness Review and the Sexual Health Review.

We have worked with a number of partners to achieve our outcomes including a developing relationship with the Clinical Commissioning Group and Public Health and continuing to work closely with and support the Washington Area Voluntary and Community Sector Network and VCS organisations. Key public sector partners continue to work with us to deliver local benefit including Northumbria Police, Tyne and Wear Fire and Rescue Service, Age UK, local schools, Groundwork, and the Probation Service.



*Washington Heritage Festival*

Our work has reduced the number of NEETs across Washington and increased vocational opportunities for hard to reach young people. We have also engaged with more young people and a Washington Youth Council has been established with key events organised such as a Talent Show, Question Time/State of Area Event for young people and a celebration event.

Our work has also improved neighbourhoods and partnership working through close collaboration and sharing of resources. Key projects will tackle health inequalities and improve local health outcomes

In the forthcoming year, Washington Area Committee will continue to work in partnership to deliver local benefits for local people. The next year will see a further focus on ensuring opportunities for employment for local people, improving health outcomes including looking at the provision of mental health services for young people and delivering a dementia awareness health champions course, and supporting the VCS to develop and deliver services for local people.

# West Area Committee



**Cllr Peter Gibson**  
Chair of West Area Committee

The West Area Committee has embraced its role as community leader and shaper – using its area priorities to shape and influence core service delivery as well as continue to engage and support the West Voluntary and Community Sector.

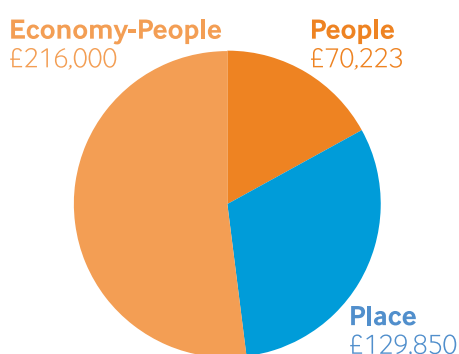
The West Area Committee local priority themes were

- Activities for young people
- Job prospects
- Health and well being
- Environmental and streetscene improvements including shopping centres

These broad priority themes have enabled the Committee to be flexible in their approach – linking their influencing role for core service delivery, with problem solving at a local level. The Place and People Boards have continued to be pivotal, providing an opportunity for focused discussion with officers and partners, to support the Area Committee to make the right decisions for the local area.

## Funding

Strategic Initiatives Budget (SIB) is allocated to each Area Committee on an annual basis. The budget is allocated to initiatives that support the delivery of Area Priorities. During 2013/2014 the West Area Committee worked diligently to achieve best value and improved outcomes from the SIB allocated. They recommended £416,073 to support 14 projects within the West of the City, to strengthen communities and improve hundreds of people's lives.



Community Chest Grant funding provides support for projects which benefit communities and meet the priorities of the local area. During 2013/2014 the West Councillors awarded £51,556.15 to support 71 local community groups and organisations. The average value of each grant was £768.

**What we have influenced** – the Area Committee has influenced core 'People, Place and Economy' service delivery, considering how services are delivered across the locality and has directly influenced the development of services for the city. Some key achievements include:

**Library Services** – are changing within Sunderland to deliver services to meet the needs of the local area, focusing upon learning hubs, community libraries and community outreach activities. The West Area Committee influenced delivery across the West to ensure services reflected the need of local communities. Committee continue to work closely with library services and the Voluntary and Community Sector to develop services that support local priorities and meet the needs of our residents.

A major success to date has been the ongoing development of the former Silksworth Library now known as Beckwith Mews Resource Centre. The centre has been progressed in partnership with Beckwith's Community Interest Company, Housing 21 and the library service with the support and involvement of local councillors. The former library is now operating as a community hub offering a range of activities, events and learning

opportunities for local residents as well as continuing to offer a large range of library books as a community book collection point.

**Children's Centres** - The services delivered from within Children's Centres were re-commissioned during 2013-2014 and the Area Committee was involved every step of the way. Members visited the West Children's Centre, viewing the current services delivered first hand and looking for opportunities to improve outcomes for local people. Parents (particularly young parents) often lack confidence and require support to encourage them back into the workplace, offering opportunities to volunteer in Children's Centres and within the community is critical, therefore when the West Area Committee funded community job clubs across the area, they ensured that venues for delivery included the West Children's Centre.

The Chair of the People Board is also the Chair of the Children's Local Advisory Board (CLAB), and this arrangement has strengthened opportunities to ensure service providers/partners connect to utilise resources most effectively – for example the Midwife Service now signpost mothers-to-be to Children's Centres, to ensure they sign-up pre-birth for health information and advice as well as general parental support.

**Street Scene Services** – The Committee continue to ensure that Street Scene Services are responsive and they understand the connection between a clean, green and safe environment with the health and wellbeing of their local communities. All partners and communities are encouraged to work together to not only improve the environment but also to improve health, well-being and community cohesion. The West Area Committee tours the area regularly, either collectively or through their dedicated, SIB funded 'walk and talk' programme. The walk and talk programme has been extended, with the main outcome to connect people to places – not only tackling a 'clean-up'





*West Work Club*

issue but also working with the community to encourage ownership and participation; placing green spaces at the heart of communities to be utilised and support families to keep fit and active, spending valuable time together.

**Working in partnership** – We have focused on strengthening our partnerships throughout the year and will continue to ensure that collaborative working remains a focus for the year ahead. It has been critical for us to ensure close links between Sunderland Council 'people' services such as Children's Centres, Adult and Social Care and Public Health with the Clinical Commissioning Group. We've developed a health plan-on-a-page which enables us to see at a glance where we can support each other to achieve our collective priorities – to ensure better health for the people of Sunderland.

**Work Clubs** – A gap was identified, in support for those residents who are actively seeking work but not receiving support from the 'Work Programme'. A local 'work club' programme, was developed and delivered locally through all six wards within the West Area by three of our voluntary and community sector organisations as a consortium approach. The programme has been incredibly successful to-date with 185 new clients registered for support, several clients

securing employment, interviews and commencing training during the first month of delivery.

**Enterprise and personalisation** – looking at the transformation of Adult Social Care, the West Area considered the link between enterprise and the Personalisation agenda and how the establishment of new enterprise may assist in not only creating new employment opportunities but also offer greater choice and control to Sunderland residents who may require support and assistance to maintain their independence. A proposal has been financially supported by Committee to pilot the establishment of 10 businesses offering business mentoring, training and start up loans.

**Strengthening Communities** – As Chair of the West Area Committee, it is also a great privilege to chair the West Voluntary and Community Sector (VCS) Network meetings. These meetings support the sector allowing information to be shared and opportunities to be offered. The VCS Network form part of the West Area Committee as a key partner, alongside the Police and Fire Services. During 2013-2014 the network received training and guidance to support procurement of contracts from the council, as well as information on key service delivery such as Children's Centres, Library Services,

Public Protection and Regulatory Services and the role of the Clinical Commissioning Group (CCG) moving forward – linking the VCS network to the CCG to support their aspirations for broader and meaningful community engagement.

**The year ahead for the West** – The Area Committee will continue to develop and strengthen their influencing role for the commissioning and delivery of services, particularly focusing upon the integration of services, working together to get maximum benefit from resources available to the community and public sector.

Health and Wellbeing continues to be a key priority for the West Area and is central to the successful delivery of all outcomes moving forward – we want to ensure from – nine months to end of life, all residents live positive lives and thrive within their communities.

Our thanks go to the members of West Area Committee, our partners and officers, Voluntary and Community Sector and our communities – without their hard work and dedication we would not have achieved such positive outcomes. We look forward to working together throughout 2014-2015, building upon our strong foundations and continuing to create opportunities for communities to become more resilient and confident for the future.



*Barnes Park*

# The Year Ahead

As always we look forward to the year ahead, further developing and strengthening the role of Area Committee and its supporting People and Place Boards to influence the transformation of public services in our local areas, continuing to create more resilient communities across Sunderland.

We will achieve this by:

Further developing our relationships with partners to identify future priorities together to ensure local services are joined up and that local communities are taking an active role in shaping those services to meet local need. This will ensure that decision making on the widest range of appropriate services is devolved further through our Area Arrangements.

Continuing support for councillors to develop their community leadership role to ensure their local action and the associated community benefit is recognised. Connections with local

communities are invaluable and will be emphasised through a variety of mechanisms including local events and effective publicity to highlight the impact that their work has on local areas.

Recognising the excellent relationship with the Voluntary and Community sector and identifying and further developing opportunities to work together to both maximise residents involvement and place councillors at the heart of their local communities.

The Area Committees role in a community leadership council will continue to strengthen as influence over the integration and delivery of a wider range of services is embedded. Our focus will be on community participation and partner engagement to ensure we understand our communities and meet their needs by the most effective use of resources possible.





# Membership of Area Committees 2013-14

## Coalfield Area Committee



Chair: Cllr Dennis Richardson



Vice Chair (Place):  
Cllr John Scott



Vice Chair (People):  
Cllr Anne Lawson

Cllr Florence Anderson  
Cllr James Blackburn  
Cllr Sheila Ellis  
Cllr Bob Heron  
Cllr Mel Speeding  
Cllr Derrick Smith  
Cllr David Tate  
Cllr Gemma Taylor  
Cllr Colin Wakefield

## East Area Committee



Chair: Cllr Ellen Ball



Vice Chair (Place):  
Cllr Lynda Scanlan



Vice Chair (People):  
Cllr Alan Emerson

Cllr Betty Gibson  
Cllr Christine Marshall  
Cllr David Errington  
Cllr Michael Mordey  
Cllr Thomas Martin  
Cllr Barbara McClennan  
Cllr Iain Kay  
Cllr Bob Price  
Cllr Anthony Farr  
Cllr Peter Wood  
Cllr Margaret Forbes  
Cllr Paul Maddison

## North Area Committee



Chair: Cllr Richard Bell



Vice Chair (Place):  
Cllr Denny Wilson



Vice Chair (People):  
Cllr Stephen Foster

Cllr Stephen Bonallie  
Cllr Rosalind Copeland  
Cllr Barry Curran  
Cllr Ronny Davison  
Cllr Bob Francis  
Cllr George Howe  
Cllr Julia Jackson  
Cllr Doris MacKnight  
Cllr Christine Shattock  
Cllr Paul Stewart  
Cllr John Scott Wiper  
Cllr Norma Wright



# Membership of Area Committees 2013-14

## Washington Area Committee



Chair: Cllr Bernard Scaplehorn



Vice Chair (Place):  
Cllr Dianne Snowdon



Vice Chair (People):  
Cllr Linda Williams

Cllr Louise Farthing  
Cllr Jill Fletcher  
Cllr John Kelly  
Cllr Len Lachlan  
Cllr Fiona Miller  
Cllr Graeme Miller  
Cllr Neville Padgett  
Cllr David Snowdon  
Cllr George Thompson  
Cllr Dorothy Trueman  
Cllr Harry Trueman  
Cllr Peter Walker

## West Area Committee



Chair: Cllr Peter Gibson  
& Chair of Place Board



Vice Chair (People):  
Cllr Rebecca Atkinson

Cllr Paul Watson  
Cllr Cecilia Gofton  
Cllr Amy Wilson  
Cllr Susan Watson  
Cllr Thomas Wright  
Cllr Pat Smith  
Cllr Philip Tye  
Cllr Darryl Dixon  
Cllr Robert Oliver  
Cllr Stuart Porthouse  
Cllr Michael Essl  
Cllr Lee Martin  
Cllr Dave Allan  
Cllr Debra Waller  
Cllr Mary Turton

## Area Arrangement Support Service

### To get in touch with the Area Arrangements Service, contact:

Office of the Chief Executive, Scrutiny and Area Arrangements, Sunderland City Council, Civic Centre, Sunderland SR2 7DN  
Email: [scrutinyandareaarrangements@sunderland.gov.uk](mailto:scrutinyandareaarrangements@sunderland.gov.uk)  
Telephone: 0191 561 1230



This information can be made available in large print, Braille, audio and other languages. Please contact the Area Arrangements Team on 0191 561 1230 or email [scrutinyandareaarrangements@sunderland.gov.uk](mailto:scrutinyandareaarrangements@sunderland.gov.uk) for help.

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