

**At a meeting of the WASHINGTON AREA COMMITTEE held at the MILLENNIUM CENTRE, CONCORD on THURSDAY, 4<sup>TH</sup> FEBRUARY, 2010 at 6.00 p.m.**

**Present:**

Councillor Kelly in the Chair

Councillors Chamberlin, Cuthbert, Fletcher, I. Richardson, Scaplehorn, Snowdon, Trueman, Wake, P. Walker and Whalen.

Amanda Healy – Sunderland TPCT

Stephen Dodds – Nexus

John Usher – Nexus

Neil Revely	-	Executive Director of Health, Housing and Adult Services (Area Lead Executive)
Vicki Medhurst	-	City Services
Janet Robinson	-	City Services
Graham Burt	-	City Services
Susan Brown	-	City Services
Mike Poulter	-	City Services
Derek Welsh	-	Health, Housing and Adult Services
Nicol Trueman	-	Chief Executives
Victoria Glass	-	Office of the Chief Executive
Louise Darby	-	Office of the Chief Executive
Victoria Gamble	-	Office of the Chief Executive
Paul Wood	-	Office of the Chief Executive

Members of the Washington Community.

**Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors Barkess, Miller, Stephenson, Timmins and Mr Jon Anderson.

**Minutes of the last meeting of the Committee held on 5<sup>th</sup> November, 2009**

1. RESOLVED that the minutes of the last meeting of the Committee held on 5<sup>th</sup> November, 2009 (copy circulated) be confirmed and signed as a correct record.

## **Declarations of Interest**

### **Item 7 – Financial Statements & Funding Requests**

Councillor Snowdon declared personal and prejudicial interests in Annex 2 as a business ambassador for EBC and Annex 4 due to her husband being employed by Groundworks.

Councillor Snowdon declared personal interests as a board member of Columbia Community Association and also in relation to the Washington Nature Trail.

### **Question to Area Committee – Review of Pilot Scheme**

The Chief Executive submitted a report (copy circulated) to inform the Committee of the Questions to Area Committees received to date and to seek the Committee's agreement to extend the pilot with a review to be undertaken and reported at the March meeting of the Committee.

(For copy report – see original minutes).

Attached as Annex 1 was a list of the Questions submitted to the Area Committee, along with the relevant response from the Council for Members' consideration.

In relation to Question 6 and the request submitted by Mr. Craddock (in attendance) for Nexus to provide Electronic Information Boards at Concord Bus Station, Stephen Dodds, District Bus Manager, Nexus, had provided the following response.

The renovation of the shelters and signage in Concord Bus Station was due to take place this year, commencing mid April. During this process independently lit information boards would be installed, and LED lighting would be fitted inside the refurbished shelters, rendering the timetables easier to read. There were no plans to install electronic information boards at Concord at this time, but the displays at The Galleries were to be updated to show real time bus information.

Mr Craddock commented that these measures would only deal with the issues temporarily and would not be cost effective.

It was agreed that Mr Dodds would speak with Mr Craddock after the meeting.

#### **2. RESOLVED that:-**

- (i) the Committee approve a review of the pilot to the Questions to Area Committees to be submitted to the March meeting of the Area Committee;
- (ii) Members note the questions received and the response given by the Council and its partners.

## **Washington – An Attractive and Inclusive Area Summary**

The Chief Executive submitted a report (copy circulated) for the Committee to consider and discuss the priority of an Attractive and Inclusive Area, as agreed in the work plan for the 2009/10 municipal year.

(For copy report – see original minutes).

Stephen Dodds and John Usher of Nexus were in attendance and advised that they would be briefing Members at the Civic Centre on the Bus Networks with a view to bringing the Consultation back to the next meeting of the Committee.

The Chairman enquired as to why Washington was a 3 zone area when others were only 2 zone, resulting in cheaper travelling costs to neighbouring cities, then to Sunderland.

Mr Dodds advised that they were looking at the Network Travel at the moment but they did not have any influence with regards to the costs charged by the bus companies.

In response to the Chairman's query, Mr Usher advised that Nexus did have influence over the zones and that he would feed the concerns into the Consultation.

The Chairman requested that all Members consider the issues and feed into the Consultation to be brought before the Committee at the next meeting.

In relation to the monthly email updates to Members on road safety and traffic measures in Washington, which had been agreed at a previous meeting of the Committee, Councillor Chamberlin commented that they were not being received and also that expressions of interest forms for SIP allocations had been submitted that had not been processed.

The Chairman advised that there had been an issue with information not being processed as not all were going through the Area Officers as a contact but there was opportunity to use SIP funding.

Councillor Snowdon advised that an SIP application had been submitted for a designated cycle route linking the new Wheeled Sports Park to the Coast to Coast route.

The Chairman advised that City Services would be reporting at the next Committee meeting on sport and leisure issues but there was a major problem due to large parts of Princess Anne Park being owned by Prudential, whom the Council were looking to engage with and hopefully have more information to bring back to the Committee at a later date.

Councillor Wake enquired as to the situation in relation to the lady being prosecuted for picking up the wrong dog dirt.

Mike Poulter, Head of Project and Service Development advised that he would find out the specifics of the case and inform via email.

3. RESOLVED that:-

- (i) The Committee note the actions identified in Annex 1.
- (ii) Review – The Committee note the contents of the information contained under priorities 1, 2 and 3 and in a previous report by the Executive Director of Health, Housing and Adult Services, and agree to accept an update report at a future meeting focussing on empty properties, private landlords and housing supply and demand in Washington. Lead; Health, Housing and Adult Services.
  - The Committee note the contents of the information contained under priorities 5 and 6 and agree to accept an update report at a future meeting re: Nexus Secured Services Consultation. Lead: Nexus.
  - The Committee receive a report to a future meeting outlining recommendations of the Jacob's report re: Issues and Solutions for Accident Cluster Sites. Lead: Highways.
  - Area Committee note the contents of the information contained under priority 9 and agree to accept an update report at a future meeting focussing on anti social behaviour.
  - The Committee also note the initiatives already taking place to tackle Anti Social Behaviour. Lead: Health, Housing and Adult Services.
- (iii) Call for Projects
  - The Committee agree to receive a further SIB/SIP application to meet the needs and gaps with regard to traffic calming and speeding measures, dropped kerbs and parking provision as identified. Lead: Area Committee.
- (iv) Escalate to Scrutiny
  - Agree to escalate to the relevant Scrutiny Committee: A number of business units on trading estate (start up, nursery units) had been approved as fast food outlets. This has resulted in an increase in litter and anti social behaviour on nearby estates. In addition, the excessive number of food and drink licenses being granted has resulted in a high proportion of food and drink premises centralised on High Streets and shopping areas. Area Committee requests Scrutiny looks at guidelines, regulations and protocols re licensing and how qualitative data and reporting

can be taken into consideration when applications are presented to the Licensing Committee.

## **Washington Area Action Plans**

The Chief Executive submitted a report (copy circulated) to update Members on the key actions from the Safe, Learning and Prosperous themes which were discussed at the previous Area Committee meetings.

(For copy report – see original minutes).

Nicol Trueman, Area Officer presented the report and introduced Inspector Paul Barrett of Northumbria Police to inform Members of the crime figures and initiatives ongoing in the Washington area.

Inspector Barrett advised that one of the main priorities was to reduce crime and increase the confidence of the public of Washington.

There had been a reduction in all crime by 6% and since November there had been a 19% reduction in burglary dwellings due to robust tactics used.

Violent crime, particularly in the Concord area had reduced by 75% over the Christmas period.

In trying to build trust and confidence, the Police were to reinvigorate the Neighbourhood Watch Schemes with the help of CSO's and also to reduce numbers of anti-social behaviour through long term projects.

Engagement activities had been arranged so that the public could meet Officers, who had also attended events at the Galleries and Gala bingo, to find out what the public wanted in a service. They were also attending primary schools to promote a respect campaign to the children.

Inspector Barrett also advised that they hoped to engage with Councillors, Youth Services and so on to form action plans to provide longer term solutions, hopefully this would take place in early March.

In response to Mrs Trueman's query, Inspector Barrett advised that they would liaise with the Council so that everyone worked together in developing any initiatives.

Councillor I Richardson enquired if the crime figures could be broken down into Wards and supplied to Members regularly.

Inspector Barrett advised that he had reviewed the Officers primary recording system so that when Officers attend the Neighbourhood Watch meetings they can identify what issues are occurring in each area. In relation to how this information is shared with Members, and the public, consideration needed to be given on the best way of displaying the figures, as crimes measured in percentages can sometimes be misleading and may have a negative effect on perceptions/fear of crime.

Neil Revely, Area Lead Executive commented that Inspector Barrett had a valid point as Performance Indicators measured in percentages can give false impressions.

The Chairman commented that for the outset, only Members should receive such figures.

4. RESOLVED that the Committee:-

- (i) Considered the Safe report (Annex 1) and noted the future reports and updates requested through the Safe Area Action Plan.
- (ii) Considered the Learning report (Annex 2) and noted the new commissioning model for youth contracts across the City to be confirmed by April 2010.
- (iii) Considered the Prosperous report (Annex 3) and noted activity detailed through the Prosperous Area Action Plan.

### **Financial Statements and Funding Requests**

The Chief Executive submitted a report (copy circulated) to outline current expenditure from the Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest and applications for funding from these budgets in order to support new initiatives, which would benefit the area and the delivery of the Local Area Plans.

(For copy report – see original minutes).

In relation to the funding of the Washington Theatre Group through the Community Chest, Councillor Cuthbert commented that due to the postponement of the January meeting of the Committee, if the project required any further funding, the Washington East Ward would meet any shortfall.

Victoria Gamble, Solicitor advised that due to the exceptional circumstances, that would be acceptable.

In relation to the miners' memorial project, Councillor Cuthbert proposed that the application be strongly rejected as it was a piece of work for the Civic Centre and was of no benefit to the Washington area.

Councillor Walker commented that he was strongly in favour of the project as there was a strong miners' heritage in the region and as Washington was aiming for its own memorial, he would like to think, the proposal would receive support from other areas.

The Chairman requested the decision be put to a vote, with 7 in favour and 4 against, it was agreed to approve the application.

In relation to the River Wear Trail project, Mrs Trueman advised the recommendation was to defer the application as the project did not demonstrate a clear link to the current priorities identified in the LAP and had not provided sufficient evidence that the project was ready to be delivered. It was proposed the application be brought back once the information had been supplied.

Councillor Cuthbert expressed his disappointment that the information had not been passed on to allow the project to go ahead and requested this be rectified quickly. Councillor Cuthbert also wished to thank the Chairman for supporting the application as a SIB bid.

Mrs Trueman advised that the recommendation to reject the Seafront Improvement project was due to the application not meeting the local priorities.

Councillor Trueman disagreed with the recommendation as very few cities had a coastline and was a great benefit to Sunderland. Thousands of people attended the Airshow each year and it provided a great deal of employment.

Councillor Trueman acknowledged that transport needed to be looked at and he would be seeking discussions with Nexus on providing links to the coast.

Councillor Chamberlin commented that she would support the project as it followed the same criteria as the miners' memorial project.

Councillor Cuthbert commented that he appreciated that the Seafront was an asset to the City but it had no benefit to the Washington area.

Councillor Wake agreed with Councillor Trueman's comments and stated the people of Washington could also benefit from the Seafront.

The Chairman requested the decision be put to a vote, with 8 in favour and 2 against, it was decided to agree to support the Seafront Improvement project.

5. RESOLVED that the Committee:-

- (i) approve the 18 proposals for support from the 2009/10 Community Chest as detailed in Annex 1;
- (ii) approve £25,280 as a contribution from the 2009/10 SIB budget and the 2010/11 allocation (subject to Washington Area Committee approving a second year of funding) for the Washington Arts Centre Remix Project;
- (iii) approve £15,000 as a contribution from the 2009/10 SIB budget and the 2010/11 allocation (subject to Washington Area Committee approving a second year of funding) for the Sulgrave Play Area Project;
- (iv) approve £5,000 as a contribution from the 2009/10 SIB budget and the 2010/11 allocation (subject to Washington Area Committee approving a second year of funding) for the Miners' Memorial Project;

- (v) defer the proposal to contribute £26,500 from the 2009/10 SIB budget, to the River Wear Trail Project;
- (vi) defer the proposal to contribute £11,543 from the 2009/10 SIB budget, to the Community Leaders of the Future Project;
- (vii) approve the proposal to contribute £10,000 from the 2009/10 SIB budget, to the Sea Front Improvements Project;
- (viii) reject the proposal to contribute £11,645 from the 2009/10 SIB budget to the Kool Kids Project;
- (ix) approve the proposal to contribute £4,572 from the 2009/10 Washington Central SIP allocation to the Washington Nature Trail Project
- (x) approve the proposal to contribute £9,973 from the 2009/10 Washington Central SIP allocation for the Columbia CA Refurbishment Project;
- (xi) note the financial statement for 2009/10 as detailed in Annex 3 of the report;
- (xii) agree for a SIB funding application of £53,850 to support the Green Team Programme to be brought to the March 2010 Committee.

### **Area Review Process – Introduction of a Referral Criteria and Process for Dealing with Issues of Local Concern Incorporating a Revised Mechanism for Councillor Call for Action – Initial Proposals**

The Chief Executive submitted a report (copy circulated) which outlined the proposed introduction of a referral criteria and process for dealing with an Area Review Process to be used by Area Committees, Scrutiny Committees and the Sunderland Partnership and included amalgamation with the Councillor Call for Action mechanism.

(For copy report – see original minutes).

#### **6. RESOLVED that:-**

- (i) the Area Committee support the introduction of the referral criteria and process for determining the appropriateness of undertaking an investigation triggered either by the non-mandatory referral/Councillor Call for Action route; and
- (ii) subject to any comments received from the Area Committees, the Scrutiny Committee and the Sunderland Partnership, the revised procedure be referred to Cabinet for approval, implemented and included in the Area Committee Handbook.



## **Area Voluntary and Community Sector (VCS) Networks and Volunteering in your Area**

The Executive Director City Services submitted a report (copy circulated) which informed Members of progress and proposed future development regarding the involvement and representation of the Voluntary and Community Sector (VCS) within the new Area Arrangements.

(For copy report – see original minutes).

Susan Brown, Area Community Co-ordinator presented the report and advised that the Voluntary Community Sector Network had met in December and January.

Ms Brown updated Members on the representatives appointed to the Network for the Voluntary Sector for the Washington area and also requested Members put forward any suggestion, nominations for the Volunteers Awards event which was due to take place.

Councillor Scaplehorn commented that it was incredibly important volunteers were recognised for the excellent job they perform.

The Chairman advised that Councillor Scaplehorn was the Co-Chair of the Network and was available if required.

Councillor Trueman commented that it was a most difficult role for volunteers to be asked to represent the whole of the Voluntary Sector and it was vitally important that they receive support in carrying out such a role.

Ms Brown advised that there were support mechanisms in place and training is offered to the representatives.

Graham Burt, Strategy Development Manager also advised that the three representatives sitting on the Committee, only one would be a paid member of staff representing the Voluntary Sector, the other two were unpaid.

7. RESOLVED that the update on the position of the Area VCS Networks and feedback in relation to the area based volunteer celebrations be noted.

## **Responsive Local Services**

The Executive Director City Services and Chief Executive submitted a joint report (copy circulated) which presented Members with the current Service Standards for the services currently being reviewed as part of the Responsive Local Services (RLS) Project and ascertained present service performance for the area.

(For copy report – see original minutes).

Mike Poulter presented the report and advised that the Directorate was already working on providing more in-depth reports so that the Committee could get a better understanding of the service.

Mr Poulter also commented that at the previous meeting there had been a desire to look at graffiti, which he was happy to answer any queries on and that they were also looking at the issue of littering by working with partners, shop owners and schools, and as a last resort, if necessary look at enforcement.

Councillor Cuthbert commented that in general the services provided such as refuse collection and so on were excellent but the problem with graffiti had been the vast majority of incidents on private land did not get reported and he would like to see this included in future updates.

Mr Poulter advised that as a general standard, if the graffiti is of a racist nature, it would be dealt with very quickly, but there were issues over land ownership which was to be looked at through partnership working.

Councillor Cuthbert stated that he had issues in the past where graffiti had been on Council owned land, yet still had not been dealt with.

Mr Poulter advised that he would investigate the matter further.

Councillor Chamberlin queried if the figures in any future reports would be based on Wards in Washington.

Mr Poulter informed the Committee that the information they can provide is governed by the system that they use and unfortunately can only provide figures by area at present.

Councillor I Richardson welcomed the proposals for a quick response on littering and enquired on the costs to Directorates in implementing education, enforcement measures and so on.

Mr Poulter advised that calculations of proposed costs for the services would be provided in the reports for Members consideration.

Councillor Walker commented that in his experience of the graffiti issue, the Council and Gentoo were performing an excellent job but a real concern was dealing with the utility providers. Councillor Walker commented that he would like to see the Council follow other Authorities example and enter into a standard agreement with the utility providers in tackling the problem.

Mr Poulter advised that he would take the suggestion back for further consideration.

In response to concerns raised by Mr Craddock, Mr Poulter advised that he would look into the land ownership of the overgrown public footpaths and dog fouling occurring in certain areas and speak with Mr Craddock outside of the meeting for further details.

8. RESOLVED that the report be noted for information.

### **Washington Heritage Offer – Discussion Paper**

The Executive Director City Services submitted a report (copy circulated) for Members to discuss and recommend ways forward in relation to the Heritage agenda within Washington, in order that projects could be investigated and developed for the future.

(For copy report – see original minutes).

Vicki Medhurst, Principal Librarian – Library Dev & Info presented the report and advised that Officers had consulted with Members of the community to discuss a Heritage Centre and raise awareness of how Heritage can boost the quality of life and give a sense of place.

Ms Medhurst commented that a number of options needed to be investigated and proposed to come back to a future meeting of the Committee with a funding application to carry out a feasibility study.

Mr Revely commented on the wider impact Heritage could have on society through intergenerational activities and the promotion of services and advised that as a Directorate they would wish to support.

9. RESOLVED that the report be noted and the Committee agree for a funding application to be brought to a future meeting.

The Chairman then closed the meeting having thanked everyone for their attendance.

(Signed) J. KELLY,  
Chairman.

# Washington Area Committee

4<sup>th</sup> March 2010

## Report of the Chief Executive

### Washington - a Prosperous Area Summary

#### 1. Why has it come to Committee?

1.1 At its June meeting, the committee agreed its work plan for the 2009/10 municipal year and it was agreed to discuss and consider the Prosperous theme at the final themed meeting in the municipal year.

1.2 The City's prosperous vision from the Sunderland Strategy is 'Sunderland will be an enterprising city with a strong and diverse economy providing high quality jobs. The City will play its unique part in the regional economy, where people, through learning and fulfilling their potential, are skilled, motivated and wealth creating and still enjoy a balanced way of life.'

1.3 Committee should consider and discuss what the City's vision means to Washington, and how can we deliver the vision to benefit local residents and businesses who live or who are located within the area.

#### 2. Description of Decision (Recommendations)

##### 2.1 Area Committee is asked to:-

- Note the 7 **actions** identified in Annex 1
- Discuss and agree which of the following **options** will be developed whilst considering the issues outlined in section 3 and Annex 1.
  - Review of Services: to work smarter, streamline services, to be focused and targeted.
  - Call for Project: identify a project to deliver, ring fence an amount of SIB funding to allocate, call for applicants to submit proposals to deliver project and allocate funding to address gap.
  - Escalate issue to LSP or Scrutiny: issue or problem affects more than the East area of the City, therefore there is a need to escalate problem to LSP or Scrutiny.

#### 3. Background

3.1 Across Washington unemployment levels are highest in the Washington North ward at 7.2%. The city average is 6.4%. Washington East ward at 4.4%, Washington South is 3.3%, Washington West is 3.8%, and Washington Central 4.1% are all lower than the City average. (Washington LAP)

3.2 There are a number of factors that impact on residents' ability to work - more residents are economically inactive (which means they aren't looking to work e.g. residents looking after a home, retired, students etc.) in Washington North at

36.68% which is slightly less than the City average of 39.36%. Contributory factors are the higher rates of permanently sick and disabled residents - other wards in Washington are below the City average.

- 3.3 The percentage of benefit claimants in Washington is 16.3%, which is below the City average of 20.2%. All wards are lower than the City average with the exception of Washington North where 22.7% of residents claim benefits. The percentage of incapacity benefit claimants is 8.7% which is lower than the City average of 10.9%. All wards in Washington have a lower rate than the city average with the exception of Washington North which is 11.1%.
- 3.4 Washington remains one of the regions key locations for manufacturing industry. Nissan employs 5,000 people and another 5,000 people are employed in key suppliers in the City, many of them located in Washington. The site had been selected as the location for the company's new battery plant. Nissan will invest £200 million in the plant over the next five years, employing 350 people and producing 60,000 lithium-ion batteries annually.
- 3.5 The City Council has been instrumental in facilitating the development of the 45 acre Turbine Business Park. This was previously part of the Nissan's site, and has scope for 600,000 sq.ft of workspace and 4,000 jobs.
- 3.6 There are a number of large employment sites in the area, e.g. Pattinson Industrial Estate is home to Asda's regional distribution centre and HM Revenue & Customs, which has its Child Benefit Centre at Waterview Park.
- 3.7 BAE Systems confirmed that it would be relocating 300 staff from its Royal Ordnance site in Birtley to a new £33 million, 280,000 sq ft plant at Radial 64 at the 44 acre former Dunlop site in Washington. At the same time, Rolls Royce is to move 350 staff from its Pallion site to a new plant at Radial 64. Work starts on the 150,000 sq.ft. aero engine facility in 2010, with the new site being fully operational by 2016.
- 3.8 Following the extensive programme of consultation with members, partners, community stakeholders and the wider community, the agreed priorities for this theme are:
  1. Promote and develop un-used business units and attract new businesses
  2. Help people get a new job by providing suitable work-related training courses
- 3.9 Who has been involved?
  - Business Investment Team
  - Strategic Economic Development Team
  - Corporate Policy Team
  - Health Housing and Adult Services
  - Community Services
  - Job Linkage

### 3.10 Key Dates

- Aug 09: Initial meeting held with key partners to discuss priorities, what services are being currently delivered, any gaps, and general comments
- October 09: Progress review
- 03.02.10 : Pre meeting for Area Committee
- 23.02.10 : Report deadline for Area Committee
- **04.03.10 : Area Committee, discuss and agreed recommendations**
- 06.04.10 : Deadline for End of year report for Area Committee
- 15.04.10 : Area Committee End of Year report presented

### 4. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Washington Local Area Plan
- Information provided by partners and officers at a Prosperous workshop event August 2009 and one to one meetings
- Information provided by partners and Officers at a Prosperous working group meeting November 2009

**5. Contact Officer:** Karon Purvis  
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Annex 1a: Washington Prosperous Area Summary  
Annex 1b: Developing an Economic Masterplan for Sunderland  
Annex 2: Business Advisor Starts from April 09 – Dec 09  
Annex 3: LSOAs where 25% of more of the population claim out of work benefits – May 09  
Annex 4: Sunderland Progression Pathways

## Washington Area PROSPEROUS theme

### Priority 1: Promote and develop un-used business units and attract new businesses to Washington

- Develop and occupy un-used business units
  - Offer start up packages, enhanced packages for unique business
  - Provide empty or under used buildings or units to community groups
- 

### Background and Current Activity

- Washington remains one of the regions key locations for manufacturing industry.
- The attraction of Nissan to Washington in the mid-1980s established the City as a global centre for automotive manufacturing. Around 5,000 people are employed at the plant, which produces up to 400,000 vehicles per annum for a worldwide market. This has been the most productive car plant in Europe every year since 1996, with the company's total investment in the City now exceeding £2 billion. There are another 5,000 people employed in key suppliers in the City, many of them located in Washington, including Unipres, Johnson Controls and Calsonic Kansei.
- Nissan's Sunderland site had been selected as the location for the company's new battery plant. Nissan will invest £200 million in the plant over the next five years, employing 350 people and producing 60,000 lithium-ion batteries annually. An announcement of which plant has won the contract to build the Leaf electric vehicle is expected soon, with the City Council working hard to secure production for Sunderland.
- The City Council has been instrumental in facilitating the development of the 45 acre Turbine Business Park. This was previously part of the Nissan's site, and has scope for 600,000 sq.ft of workspace and 4,000 jobs. As well as brokering the land sale, the City Council is undertaking infrastructure works to facilitate development of the site. The disposal of land allowed Nissan to develop a £4.5 million, 215,000 sq.ft. logistics centre, helping to further increase productivity.
- The City is continuing to attract new investment in the Nissan supply chain. For example, another Japanese component supplier has just confirmed that it is moving to the City, with an official announcement expected soon.
- Other major manufacturing companies located in Washington include Hillarys Blinds and Walker Filtration. Tanfield Group has recently established a major production facility in the area, where it manufactures a range of electric vehicles.
- Among a number of large employment sites in the area, Pattinson Industrial Estate is home to Asda's regional distribution centre and HM Revenue & Customs, which has its Child Benefit Centre at Waterview Park. These operations employ around 5,000 people between them, providing jobs in the service sector to compliment the area's manufacturing focus.
- The City Council has worked closely with major employers to secure strategic investments at the 44 acre former Dunlop site in Washington. BAE Systems confirmed that it would be relocating 300 staff from its Royal Ordnance site in Birtley to a new £33 million, 280,000 sq ft plant at Radial 64. Work is now underway on developing the plant. At the same time, Rolls Royce is to move 350 staff from its Pallion site to a new plant at Radial 64. Work starts on the 150,000 sq.ft. aero engine facility in 2010, with the new site being fully operational by 2016.

- At a local level, work with SMEs to facilitate growth is underway. For example, Armour Plastics employs 50 people manufacturing shower trays and has received a grant to support an expansion project that involved the company relocating from Pennywell to larger premises on Pattinson North Industrial Estate. The expansion has already led to the creation of 8 jobs.
- Through the emerging Local Development Framework, work to secure the release of around 60 acres of land from the greenbelt to the north of Nissan (land adjacent the aircraft museum) is underway. This would allow the creation of a new business park for strategic investment projects linked to the Low Carbon Economic Area. If all goes according to plan, the site could be made available within 18 months.
- In order to secure the long-term attractiveness of Washington for investment, the City Council is carrying out a comprehensive survey of industrial estates in the area. Work is currently underway to address the key findings, with signage being the first issue to be tackled.
- The 'Visible Workspace' project, through Working Neighbourhoods Funding (WNF) is a demand survey being carried out to look at all opportunities to develop workspace across the City. Results will inform further work to match up the supply and demand for premises/workspace at specific locations.
- The WNF programme has launched 'just the job' campaign, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City.
- The WNF programme has brought a significant level of funding to the City: 2008/2009 - £8.590m; 2009/2010 - £10.456m and 2010/2011 - £10.904m
- As part of the Government's Solutions for Business initiative to simplify and streamline services, a Sunderland Business Support Network has been established. The Network meets regularly to discuss and co-ordinate activity. Business support agencies hold weekly meetings to discuss individual cases and ensure they are being offered relevant support.
- Sunderland City Council works with a number of local advice providers and funders to ensure you can access basic advice and information on starting your own business, near to where you live. These local organisations can give advice on starting a business.
- Libra Network <http://www.librasunderland.co.uk/>. Libra is a network of local advice providers that works together to ensure that you receive advice from the provider(s) best placed to help you.
- Business Link in the North East <http://www.businesslink.gov.uk/>. Business Link in the North East provides local businesses with a single point of access to local business support services.
- Enterprising Futures <http://www.enterprisingfutures.org>. Enterprising Futures is a business start-up and enterprise development service. It is operated by a consortium of organisations including Gentoo.
- Sustainable Enterprise Strategies <http://www.ses.coop/>. SES offers 1-2-1 self employment business start up advice and training, social enterprise start-up and development, business planning, advice on insolvency, debt and bankruptcy for businesses and advice on legal company structures. The service is aimed at micro businesses, (small to medium sized enterprises).
- Sunderland Enterprise Consortia (SEC) is a unique and long established Wearside based partnership that is focused upon the stimulation and development of enterprise within the City of Sunderland. Each partner brings a specialist route way



and reach to the stimulation and growth of the enterprise market within Wearside. The consortia, including SES, BIC, SNCBC, FISCUS, Gentoo and Sunderland City Council, have designed an intensive Enterprise Talent Scout initiative funded through Working Neighbourhoods Funding. The activities of the SEC are backed up by a small and larger grant fund to help new businesses develop and existing businesses grow.

- Talent scouts and business advisers are working throughout Sunderland to target new potential entrepreneurs and support them on the route to setting up in business. SEC promotes self-employment, social enterprise and aims to increase business creation amongst people from the City of Sunderland, including residents from deprived communities and under-represented groups and/or individuals. The objective is to capture the imagination and engage Wearside residents via Talent Scouts and Community Enterprise Coaching, delivering intensive customer facing support whilst supporting and assisting residents to access business start up support. In terms of Business starts, the Enterprise Activity of partners has supported the start up of new enterprises, including an artist, an entertainer, a design consultant and a builder.

#### **Actions**

1. Results from the 'Visible Workspace' project to be provided, once available.

**Lead: Office of the Chief Executive**

2. Complete audit re condition of industrial sites across Washington and feedback outcomes to Area Committee.

**Lead: Business Investment Team**

3. The Area Committee are consulted on the emerging Local Development Framework.

**Lead: Office of the Chief Executive**

4. Information received on the amount of beneficiaries from Washington who have benefited from the Working Neighbourhood Fund.

**Lead: Office of the Chief Executive**

#### **Priority Two : Help people get a new job by providing suitable work-related training courses.**

- Raise awareness of opportunities and support available to enrol onto training courses
- Deliver lifelong learning courses locally
- Engage with recruitment agencies to find out what local employers require from the labour market
- Encourage the private sector to adopt more friendly working policies

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#### **Background and current activity**

##### **Current Activity**

- e-government team provides access to IT skills and training through Electronic Village Halls, in a non formal environment.

- Business Improvement and Advice Services Team, through the Carers Strategy, are assisting Carers and ex-Carers into employment, offering advice and guidance on vocational training and sources of funding. They are currently pilot placing people with learning disabilities into NHS placements. In addition, the team have established a Volunteering Programme in Haul Services which recruits, trains and places volunteers in a variety of roles within the [Learning Disability Service](#) and in [Sunderland Community Mental Health Partnership](#).
- The Volunteering programme in HHAS recruits trains and places volunteers in a variety of roles within the Learning Disability Service and the Sunderland Community Mental Health Partnership.
- Health, Housing and Adult Services (HHAS) clients are using Direct Payments scheme to pay for college courses to enhance changes in the workplace.
- A new Transitions Team has been set up to ensure vulnerable young people who have been receiving care and support from Children's Services have a smooth transition into adulthood and receive the care and support they need.
- Sunderland City Council's Family, Adult and Community Learning Service (FACL) have a range of learning programmes designed to engage hard to reach adults.
- Job Linkage is a nationally accredited Information, Advice and Guidance service, with over 11 years experience of delivering community based employment services. Co-ordinated by Sunderland City Council it aims to 'Link Local People to Local Jobs'. There are 13 Job Linkage outlets across the City, based in community settings.
- Employability skills courses are being developed to be delivered in 2009/10. These courses are aimed at developing individual's skills so that they become sustainable in the local economy in terms of participating in volunteering opportunities or progressing into options that will lead to future employment.

### **Actions**

5. Track progress of students and in particular how many students continue with vocational training at higher level and/or secure training/employment in related field

6. Explore opportunities for employment training with developers implementing strategic regeneration projects.

7. Develop multi-agency strategies to ensure Sunderland workforce is equipped with appropriate skills to support potential growth sectors identified through Economic Masterplan.

**Lead: Learning Partnership and Prosperous and Economic Partnership**

## Washington Area Committee

4<sup>th</sup> March 2010

### Developing an Economic Masterplan for Sunderland

#### REPORT OF THE HEAD OF STRATEGIC ECONOMIC DEVELOPMENT

##### **1.0 Why has this report come to the Committee?**

- 1.1 The purpose of this report is to share with the Washington Area Committee the content of the Economic Masterplan for Sunderland as it has been developed so far, in order that it might be used to inform the Committee's discussion of the Prosperous City theme within its Local Area Plan. Also to seek the views of the Area Committee on the economic direction for Sunderland that has been produced.
- 1.2 The development and delivery of a successful Economic Masterplan for Sunderland will make a significant contribution to the achievement of Strategic Priority 1: Prosperous City. The contribution of the Washington Area to the achievement of the overall vision is likely to be substantial.

##### **2.0 Background**

- 2.1 A report was presented to this Committee on the 10th September 2009 outlining progress made up until that point on the Economic Masterplan.
- 2.2 Since that meeting Cabinet has agreed the proposed Vision for the Economic Masterplan and a set of five aims, based on the ideas and analysis that was presented to this group in September. These are now being shared in the press and on the council's website, and residents views are being sought.
- 2.3 Focused delivery groups have now been established for each of the Aims. These groups are identifying the projects, programmes and activities that will contribute to the delivery of each aim, as well as looking at how activity can be resourced.
- 2.4 Progress is also being made towards a detailed City Centre Strategic Framework. The City Centre is the subject of Aim 3 of the Economic Masterplan, and the City Centre Strategic Framework will set out in detail the role of the City Centre in delivering the Economic Masterplan. This work has built on the outcome of a City Centre workshop, which took place in September and included representatives from retailers, businesses, community groups and public sector partners. It is anticipated that this Framework will be complete in draft in February.

### 3.0 The Vision and Aims

- 3.1 A preferred direction and set of 5 aims has now been developed for Sunderland's Economic Masterplan. The proposed vision is for Sunderland to become:

**'An entrepreneurial University City at the heart of a low carbon regional economy'**

- 3.2 The vision is supported by 5 Aims.

**Aim 1 '...a new kind of University City'**

**Aim 2 '...a national hub of the low carbon economy'**

**Aim 3 '...a connected waterfront city centre'**

**Aim 4 '...a whole-life, inclusive city economy'**

**Aim 5 '...entrepreneurial in economic leadership'**

- 3.3 The Vision and Aims were approved by the Council's Cabinet on the 2<sup>nd</sup> December 2009.

- 3.4 Each proposed Aim is described in turn below:

- 4.0 Aim 1 'A new kind of University City':** This is about Sunderland University's ability to facilitate enterprise and innovation in the city, as a 'hands on' enabler and key driver, and its ability to support raising ambition across the city.

- 4.1 Potential role for the Washington Area:** It is proposed that research and development activity for the electric vehicles sector focused around Nissan will be supported by Sunderland University in collaboration with other academic institutions across the region.

- 4.2** This Aim has four key components:

- a) **Utilisation of assets for wealth and job creation:** The University leading, in collaboration with other city institutions, in delivering strategies and programmes for enterprise, innovation and business development.
- b) **Promoting Brand and Repute:** Building and promoting Sunderland's brand and repute on the activities and achievements of its higher and further education sectors and presenting a distinctive physical offer to change the perceptions and expectations investors and key decision makers have of Sunderland.
- c) **Building entrepreneurial institutions:** Establishing entrepreneurial institutions and partnerships to capture and reproduce creativity and innovation.

- d) **Fostering Cultural Change:** The ambition behind ‘a new kind of University City’ is to secure a sustained transformation that extends to the city as a whole, raising the aspirations of residents of Sunderland and the region. This will require ‘symbols of change’, such as pioneering projects in the city centre (linking to Aim 3), innovative approaches to carbon reduction (linking to Aim 2) and community engagement through outreach activities, such as wider entrepreneurship education programmes (linking to Aim 4)

**5.0 Aim 2 ‘A national hub of the low carbon economy’:** emphasises the city’s national exemplar potential in this agenda and the need to promote showcase projects, including electric vehicles, but also in other low carbon technologies and lifestyles.

**5.1 Potential role for the Washington Area:** A role in each target sector, but especially as a key location of low carbon industries – with businesses, skills and research and development activity for the electric vehicles sector focused around Nissan.

**5.2** This Aim has four key components:

- a) **Pioneering a low carbon economy:** Encouraging early development of the Electric Vehicle sector (and market) will allow Sunderland to gain pioneering advantage. Many new industries will evolve in the early stages of electric car technology and production. Electric batteries, telematics and infomatics, charging point technology, ‘Smart Grid’ integration, and ‘payment options’ all give rise to business investment opportunities in the city. This should also include new approaches to the regeneration, growth and connectivity of local communities through ‘pioneering, low carbon city villages’.
- b) **Sector development plans for a low carbon economy,** including skills, supply chains and inward investment. There will be a focus on the following Sectors:

#### **Advanced Engineering (Electric Vehicles)**

A focus on this sector builds directly on the city’s established strengths in manufacturing and strong growth in GVA in this sector in Sunderland. In employment and GVA terms, this sector is projected to increase at a greater rate in Sunderland than regionally, with important emerging opportunities in automotive manufacture associated with electric vehicles. The city has an established manufacturing supply-chain linked to Nissan, Rolls Royce etc that can be further developed to respond to new opportunities.

#### **Energy for a low carbon economy**

Establishing our role in renewable energy production to support the low carbon economy. Major global shifts are occurring in the energy sector, with a strong focus on low carbon energy sources, including off-shore wind power generation. While the traditional utilities sectors are projected to decline in employment significance, the city is well placed

to capture regional economic activity associated with low carbon energy including the North Sea off-shore wind energy programme. The combination of manufacturing skills, port capacity and the experience of developing the Nissan supply-chain, offers real opportunities for Sunderland in this sector. Links between new forms of energy, electric vehicle specialisms and Software City could create significant opportunities for added value activities associated with energy production and utilisation.

### **Software / Business Services**

This sector is projected to grow ahead of the regional pace, albeit from a comparatively low base. It reflects the global drive towards more knowledge intensive activities and associated technology and encompasses the established 'Software City' initiative, which seeks to develop the city's recognised strengths in software production and applications

### **Health & well-being**

Business activities associated with health and well-being are projected to grow strongly in the city, both in employment and GVA terms. This is already a strong sector in the city economy and its growth would respond to increasing market opportunities around healthy living but also the drive to tackle ill-health and economic inactivity. There is a clear link between growing this sector and the need to radically improve the city's labour market competitiveness. Sunderland has the potential to capture an increasing share of regional growth in this sector with direct relevance to wider city agendas.

### **Creative industries**

This sector is not straightforward to define but generally comprises a range of activities associated with artistic pursuit and design technology and production. While it is not possible to be precise about growth prospects in Sunderland, the combination of assets including University facilities and specialisms, the Music City initiative and programmes linked to the National Glass Centre etc, offer a base from which this sector could become a stronger feature of the city economy. The development of this sector fits well with the drive for a more distinctive, waterfront city centre, where more visible creative activity and associated events programmes could support retention of younger population, improve the external perceptions of the city and thus enhance its broader business investment appeal.

- c) **A 'Low Carbon Technopole'**: establishing appropriate sites and premises for the Low Carbon Economic Area and creating a low carbon business infrastructure.
- d) **Embedding low carbon economy principles**: ensuring we live up to the concept of a low carbon economy by showcasing low carbon buildings, providing sustainable transport and educating people in low carbon approaches.

- 6.0 Aim 3 ‘A connected waterfront city centre’:** A concentration of low carbon industries in and around Washington would also attract support service activities (such as software technologies, legal and financial services etc) that could be accessed nearby in the city centre.
- 6.1 Potential role for the Washington Area:** Important location for software and service industry growth. Well placed for companies that do not suit a city centre location or that require grow on space.
- 6.2** This Aim has three key components:
- a) **A complementary city centre:** focuses on strengthening the city centre’s offer and its assets to develop its principal role as an employment centre and its ability to draw in people to use retail and leisure facilities. In this way Sunderland City Centre will be equipped to boost regional economic performance and national competitiveness.
  - b) **A distinctive waterfront city centre:** seeks to capitalise on the city centre’s waterfront proximity - river and sea, as a distinguishing feature of the city and an asset that will encourage further economic activity, as one of a series of distinctive city centre districts, gateways and destinations in the region. The emphasis is also on developing the city centre as a ‘showcase’ for the new city economy through exemplar projects for ‘University City’ and the ‘Low Carbon Economic Area’.
  - c) **A connected city centre:** The reference to a ‘connected’ city applies at several levels, including connections to other cities to improve Sunderland’s credentials as a business location and internal connections to improve the efficiency and quality of people’s experiences travelling within the city centre. Importantly this also includes digital connectivity, with potential for enhanced broadband services.
- 7.0 Aim 4 ‘A whole life inclusive city’:** provides the link to the Working Neighbourhoods Strategy, particularly its enterprise components, which link well with the ‘entrepreneurial’ vision, but also ensure that the strategy provides a framework for delivering economic interventions that directly contribute to improving access to opportunity and reducing worklessness. The ‘inclusive’ reference seeks to convey a message about linkage and accessibility from communities to new economic foci as well as using the economic agenda to address social exclusion. ‘Whole life’ refers to all ages but also seeks to pick up the health and lifestyle messages from the Green/Park City.
- 7.1 Potential role for the Washington Area:** As a hub of research and development activity around Nissan, Washington would be key to raising aspirations across the city and could become the centre of a hub and spoke model that would see linked industries located right across Sunderland.

7.2 This Aim has four key components:

- a) **Engaging neighbourhoods in the new economy:** The strong emphasis on skills development and enterprise under this Aim, and also through the 'University City' brand, supports the delivery of sustained improvement in disadvantaged communities across Sunderland.
- b) **Prospecting and developing city enterprise:** For the 'entrepreneurial University City', a city-wide Enterprise Strategy is a prerequisite. This should be a multi-layered strategy addressing enterprise and entrepreneurship deficits at all levels.
- c) **A strategic approach to raising skills:** An inclusive city economy for Sunderland requires a focused approach to workforce skills – one that reflects the diversity in both the capabilities of city residents and the needs of the new economy.
- d) **Retaining young people in the city:** A 'whole life, inclusive city economy' is dependent on retaining young people in Sunderland. While the strategy will create opportunities for all age groups, and the 'whole-life' principle reflects this aim, the economic strategy prioritises a strategic approach to retaining and attracting young people to live and work in Sunderland.

**8.0 Aim 5 'Entrepreneurial in economic leadership':** The economic vision and aims for Sunderland are ambitious and challenging, but achievable. Driving this ambitious city agenda will require clear, strong, entrepreneurial leadership around which resources and appropriate governance arrangements can be assembled.

## 9.0 Next Steps

- 9.1 The vision and aims are being shared with residents through the media and on the council's website. Further events are also being held with Business groups and community organisations across the city.
- 9.2 The Delivery Groups are progressing the development of the Delivery Plans for the Economic Masterplan. It is expected that these will be completed and approved by the Economic Masterplan Steering Group by April 2010.
- 9.3 The Delivery plans will be assessed for robustness against a set of scenarios, to allow the delivery groups to prepare contingency plans setting out how the Economic Masterplan would move forward should external factors (i.e. levels of private sector funding) not be as expected.
- 9.4 It is anticipated that a draft final Economic Masterplan will be ready in Spring 2010 for presentation to Cabinet in June.



## **10.0 Recommendation**

- 10.1 Members are recommended to note the content of this report and utilise it in their discussions regarding the Prosperous City theme.

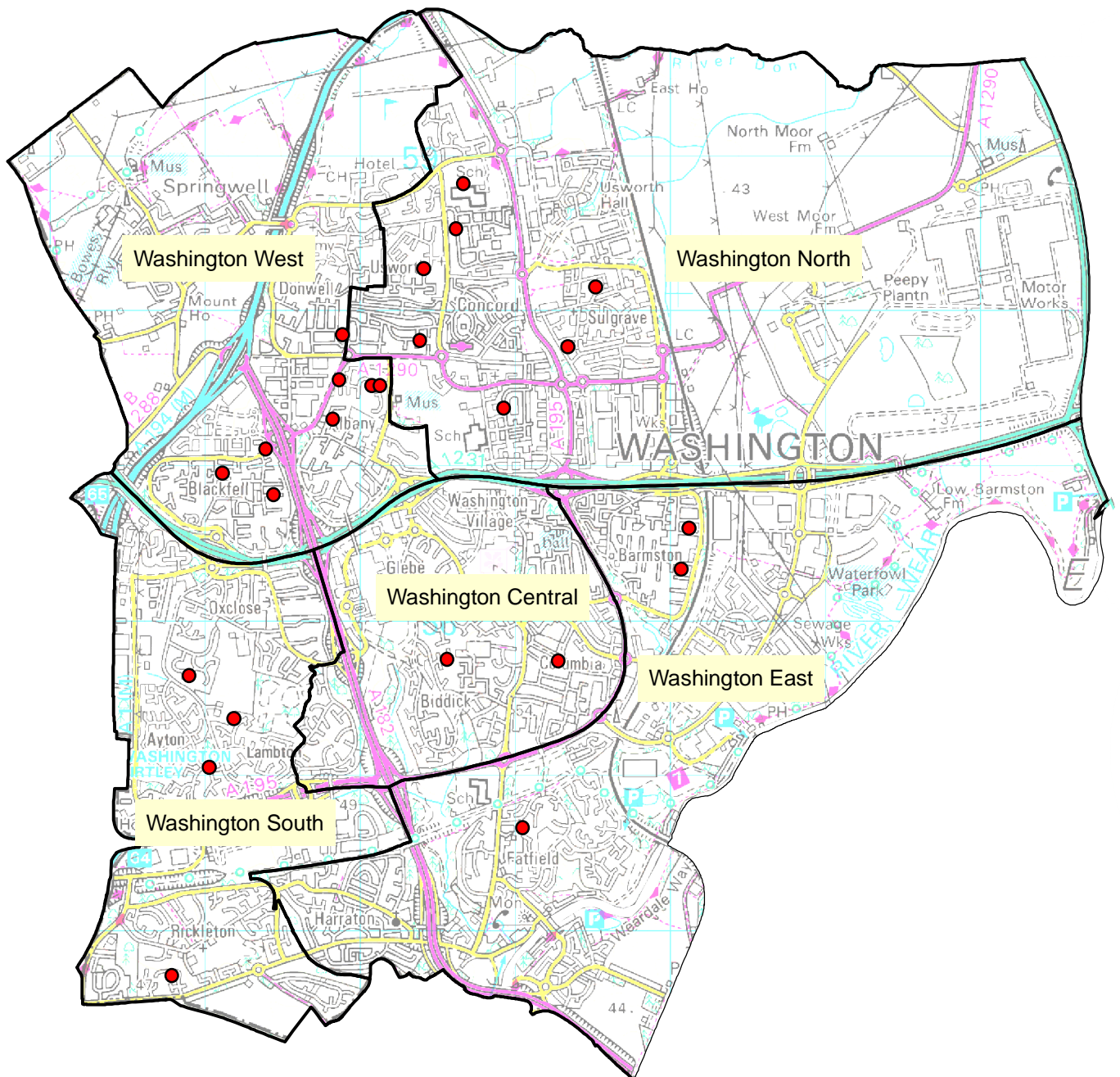
## **12.0 Background Papers**

- 12.1 Report of the Deputy Chief Executive, 2<sup>nd</sup> December 2009, Cabinet Report: 'Developing an Economic Masterplan for Sunderland'.

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## Business Advisors Starts from 01/04/09 to 31/12/09.

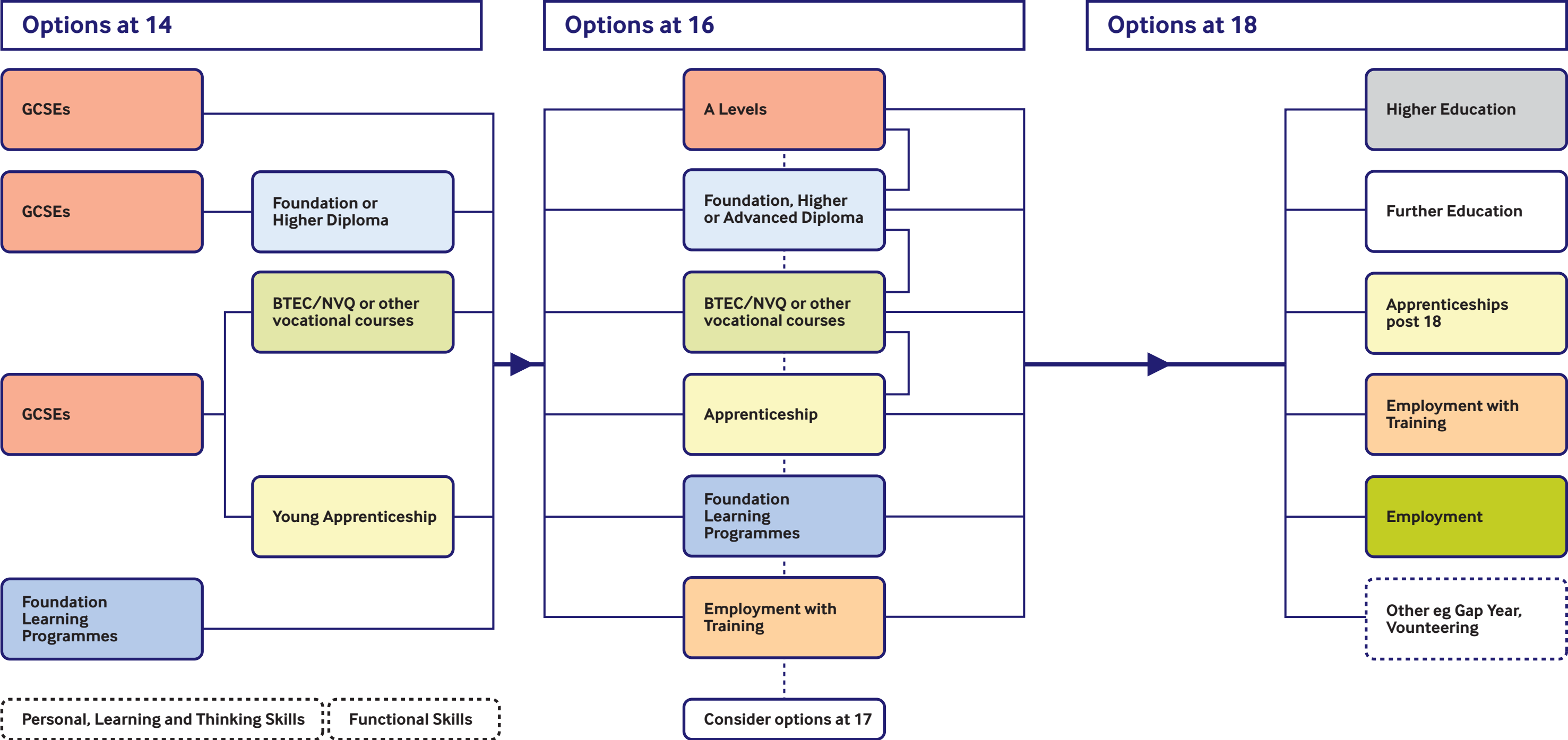


The map illustrates the Washington area, divided into five sub-regions: Washington West, Washington North, Washington Central, Washington East, and Washington South. The map shows various landmarks, roads, and geographical features. Key locations include Springwell, Usworth, North Moor Fm, West Moor Fm, Peeply Plantn, Motor Works, Blackfield, Albany, Glebe, Washington Village, Barmston, Waterfowl Park, Sewage Wss, Low Barmston Fm, Ayton, Lambton, Harratons, and Rickleton. The map also shows the River Don and the A190 road.

Over 25% of Working Age Claiming Benefits

Lower-tier SOAs

# Sunderland Progression Pathways



**Diploma**

**GCSE/A Level**

**Apprenticeships**

**Foundation Learning**

The Diploma combines theoretical study with practical experience based around a work-related curriculum. It is available at Foundation, Higher and Advanced levels (Level 1 – Level 3).

GCSE and A Level qualification are regularly updated to ensure that they remain high quality, relevant and interesting. They can be combined with Diplomas.

Apprenticeships allow students to learn at work and gain qualifications.

This is for learners not ready for a full level 2 qualification and include a mix of learning to suit the individual.



Well before the decision points information and advice will be critical to guide young people to make the best choice for them in relation to their prior learning.

Some students may change paths at 17 because there are more one year courses available after 16.

For further information, please visit [www.sun1419.net](http://www.sun1419.net) or [www.dcsf.gov.uk/14-19](http://www.dcsf.gov.uk/14-19)





## Washington Area Committee

4<sup>th</sup> March 2010

### Report of the Chief Executive

### Washington Area Action Plans

#### 1. Why has it come to Committee?

- 1.1 At its meeting in July 2009, the Committee agreed the work plan for the 2009/10. It was deemed necessary to establish Area Action Plans for each theme identified in the Local Area Plan to ensure that all priorities are addressed throughout 2009-10.
- 1.2 At each Area Committee summary area templates are presented, showing an update on each action and coded as red, amber or green. The area actions will be available on line, via [www.sunderland.gov.uk/areacommittees](http://www.sunderland.gov.uk/areacommittees) and updated bi monthly to provide Committee and the public with up to date information on the performance against the action plans. Red represents a delay/problem, amber represents possible issues which Officers are aware of, green represents that the action is completed.
- 1.3 Each Area Committee has a standing agenda allowing for updates to be given on all five thematic priorities throughout the year. Even though some priorities will not be discussed until 2010, summary area templates will be established throughout 2009 for all thematic priorities.

#### 2. Description of Decision (Recommendations)

##### 2.1. Area Committee is asked to

- Consider the Safe report (Annex 1) and note future reports and updates requested through the Safe Area Action Plan
- Consider the Learning report (Annex 2) and note progress and actions identified in the Learning Area Action Plan.
- Consider the Healthy report (Annex 3) and note progress and actions identified in the Healthy Area Action Plan.
- Consider the Attractive and Inclusive report (Annex 4) and note progress and actions identified in the Attractive and Inclusive Area Action Plan
- Note progress and actions identified in the Prosperous Area Action Plan (to be discussed in detail at this meeting)

#### 3. Area Action Plan Update

- 3.1 Following a number of Washington thematic working groups, it has been identified that the Action Plans need to be more structured and aligned to each other. Without exception, groups that have met have requested that the Action Plans should be focused on priorities and actions where the Area Committee can add real value and can influence. With that in mind, work has now commenced to produce measurable and co-ordinated plans. All Annexes attached are being continually developed to ensure the information provided is relevant and informative.
- 3.2 In July 2009, the Area Committee agreed a number of actions and proposals, relating to the **Safe** priorities, to be formulated into an action plan for Area Committee to monitor.

The Washington Safe Working Group met in December and received a number of updates. The reviewed Washington Safe Action Plan is attached as Annex 1.

- 3.3** In September 2009 the Area Committee also agreed a number of actions and proposals relating to the **Learning** priorities, also to be formulated into an action plan for Area Committee to monitor. This is attached as Annex 2.
- 3.4** In November 2009 the Area Committee also agreed a number of actions and proposals relating to the **Healthy** priorities. Progress and updates are attached at Annex 3.
- 3.5** **Attractive and Inclusive** priorities were discussed at the January 2010 meeting and the action plan is attached at Annex 4.
- 3.6** **Prosperous** priorities are being discussed at this meeting (and attached at Annex 5) with the understanding that any early achievements should be delivered as soon as practically possible and reported to the next meeting.
- 3.7** Information is collected from the working groups to inform the updated action plans. This will enable Area Committee to monitor progress on this standing item at each meeting and allow for the priorities to be continuously updated.

#### **4. Background papers**

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Washington Local Area Plan

#### **5. List of Appendices**

- Annex 1: Washington Area Safe Action Plan
- Annex 2: Washington Area Learning Action Plan
- Annex 3: Washington Area Healthy Action Plan
- Annex 4: Washington Area Attractive and Inclusive Action Plan
- Annex 5: Washington Area Prosperous Action Plan

**6. Contact Officer:** Karon Purvis, Area Officer for Washington  
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## Annex 1 - Washington Area Action Plan - Safe

Annex 1

Objective	Action	Lead Officer	Progress	Next Steps/Who?
Tackle misuse of alcohol	Area Committee to identify hotspots or areas of concern around illegal sales of alcohol, to enable targeted bottle tracing exercises and test purchase exercises to be completed with child volunteers. (AC via LARAG)	Tom Terret. Environ'al Services	Several areas identified. Info passed to Northumbria Police.Trading Standards carrying out a number of initiatives - Advisory visits to premises, provision of material, recording of refusals to u 18s. Still carrying out test purchases altho' not targeted at Washington this year. Most incidents are carried out by friends/family. Options for banning orders for repeat offenders, use of CCTV. 1 x FT Officer (Trading Standards) working on alcohol and tobacco issues	Further updates. Co-ordination of intelligence and information required
Tackle misuse of alcohol	To work with engagement and motivating team (Turning Point, gateway to drug and alcohol services) to identify and target hot spots areas in conjunction with local GPs, youth agencies and police (possible outreach work)	S Douglass	No update at present	Arrange meeting with SD and invite to Washington Safe Working Group
Reduce substance and alcohol misuse	1. Improve transitions between young people and adult drug and alcohol services (Children Services and HHAS) 2. To continue to engage and retain substance users within the treatment services and in accordance with national treatment agency set target.	HHAS & Childrens Services	No update at present	Receive information on the Hidden Harm Strategy and Transition Team received established.
Target ASB, including domestic violence	Look to continually improve partnerships and keep close link work with Police as well as Council.	S Douglas	Co-ordinate information through LMAPS - developed from a day to day information sharing perspective to more formalised partnership working including LMAPs, MAPPA, MARAC, PDP (Potentially dangerous persons). Review to be carried out by the Community and Safer City Scrutiny Committee and a further report to be provided in April 2010	Receive an update after April 2010.
Tackle action against secondary fires, fly tipping, poor private landlords and private tenants	Identify how many private landlords in the area and how many accredited. Raise awareness re support and work between SCC, TWFB, RSLs, Gentoo and private landlords	Derek Welsh	Report presented to November Area committee outlining stats, support services and partnership working. Further updates to be received. Co-ordination through LMAPS and Washington Safe Working Group	Further updates to be received. Co-ordination through LMAPS amd Washington Safe Working Group
Develop a safe environment: green spaces, underpasses and unlit walkways by targeting known hotspots of disorder	1. Improve intelligence sharing with partners, police, Gentoo, Environmental Enforcement Officers and Cllrs. 2. Continue with the Phoenix Project. 3. Gentoo to share Diversionary Plans information and tenancy breaches 4. YOS to investigate and feedback re implementation of Community Payback Scheme	Committee partners.	1. Through LMAPS and joint Meetings with Police and Councillors. 2. Phoenix Project funded through SIB Nov 2009. 3. Information provided to Washington Safe - recent arrests made, evidence of a perceived problem rather than actual crime. Cut it out campaign. Targeting by Police. Amanda Ledner to provide further reports. 4. TWF&R provide statistical information every five weeks via LMAPs.	Ongoing
Develop a safe environment: green spaces, underpasses and unlit walkways by targeting known hotspots of disorder	Feedback on the success of Neighbourhood Wardens, which were used in Sunderland North to improve the quality of life for local people.	HHAS	No update at present	Review to be carried out by the Community and Safer City Scrutiny Committee April 2010.
Strengthen relationships between Area committee and young people	Invite young people from youth groups and schools councils to attend future Area Committee to showcase positive attitudes and projects	Childrens Services	Contact has been made with Washington Youth Forum and Youth Development Group to arrange a meeting in September 2009 to discuss the linkages that can be forged between the two boards.	Outstanding since September 2009.

## Annex 2 - Washington Area Action Plan- Learning

Annex 2

Priority	Objective	Action		Lead Officer	Progress	Next Steps/Who?
<b>Youth Provision</b>	Increase variety of youth services and provision.	Commissioning process of youth services to be completed by April 2010. This will confirm levels of provision, gaps and issues. Update to be provided at a future meeting		SCC Childrens Services - Kath Buchert/ Andy Neal	A range of provision is offered across Washington (See report to AC Sept 09). YDG mapping provision across the area. New schools are being built or refurbished as part of the Building Schools for the Future Programme. City Services co-ordinate the Pathfinder programme which will see an estimated 8,900 additional children and young people having access to high quality equipped sites in Washington. The Play Pathfinder programme will realise an additional investment of over £541,000 into Play and Urban Games facilities in Washington. Xcel Young Villages (once a week, for 10 weeks, three times a year). Oxclose District Young People Project are the commissioned VCS youth provider for the YDG in Washington.	1. Report re commissioning to future meeting 2. YDG Scoping Report to be circulated
<b>Encourage young people to continue into further education and provide better support for young people</b>	Plan training around the needs of the labour market	Strategic links need to be made between the Business Investment Team, who can identify potential and current future employers and Sunderland Learning Partnership, who can co-ordinate training and educational courses to address the needs of employers, if tailored appropriately it can be used as a carrot to attract investors to Washington and the City, and to signpost local young people to training opportunities which could result in a job.		Scrutiny	EBC work with local employers and young people raising confidence/aspirations in young people. SAFC – Delivery Connect courses, 2 courses per year, 4 sessions per week, 45 weeks of the year. SCC - aim to increase the number of learners progressing to Higher Education, including 'Russell Group' Universities and to further develop support and engagement strategies to assist the transition from Key Stage 4 to Post-16 learning. SCC - A partnership approach to adult learning is being developed to encourage more adults into educational activities, including community based learning. YIP - The majority of sessions we run with 13-16 year olds have a link to formal accreditations	Escalate to scrutiny. Awaiting protocol to be approved.
	Plan training around the needs of the labour market	Investigate how we engage with Employers and encourage them to employ local people (ALE)		LSP	Align and co-ordinate with actions and recommendations via Prosperous Working Group and Action Plan.	Strategic links need to be made between the Business Investment Team, who can identify potential and current future employers and Sunderland Learning Partnership, who can co-ordinate training and educational courses to address the needs of employers, if tailored appropriately it can be used as a carrot to attract investors to Washington and the City.
	Plan training around the labour market	Roll out e-champions, e mentoring scheme to Washington, currently been delivered else in the City.		Sunderland CC Digital Challenge Team	No update at present	



### Annex 3 - Washington Area Action Plan- Healthy

Priority	Objective	Action	Lead Officer	Progress	Next Steps/Who?
<b>Provide better support for older people</b>	Strongly link preventative services with primary care services	Address health inequalities and develop projects which bring local benefit and address local issues	TPCT - City Services	1. Wellness Service is the city wide network of co-located facilities and programmes. Washington resources include Washington Leisure Centre, Biddicks Sports College and the Millennium Centre at Concord. 2. Preventative Services in place include Community classes for those over 50's, Mums on the move (MOTM), Wellness on 2 Wheels (WO2W), Walks in the Park, Free Swimming. 3. Targeted interventions include Weight Management Programme, Maternity Programme, Workforce and Health and Well being Project, Beacon for reducing health inequalities; Sunderland Wellness Guides and Sunderland Active Project. SAFC provides preventative projects promoting healthy lifestyle, Football Friday Youth club, Washington Mind provides a range of mental health services for adults aged 16 and over, and the Bridge Women's Project which provide support services for Women in Washington.	1. More locally focused projects 2. Projects to be delivered ensuring opportunities are effectively communicated to them and where appropriate provision is created. Develop/deliver a core offer which connects communities with sport and physical activity opportunities which includes wellness, swimming, play and sport. 3. Need to engage with hard to reach groups and reduce stigma attached to mental ill health. 4. More counselling services required - reduce waiting times. 5. Washington area identified as a site for specific action re adverse impact on health from excessive consumption of alcohol. 6. Specific focus relating to smoking, obesity, and alcohol (relating to early mortality and inequalities in life expectancy) and emotional health and wellbeing (for both children, young people and adults) with sexual health (Chlamydia and teenage conception) principally for people aged under 25 years
<b>Provide better support for older people</b>	Raise awareness around support available in accessing health services i.e your local GP, in addition to other resources available i.e. equipment to support independent living	Keep Area committee updated - identify opportunities to bring added value	HHAS	1. A range of sheltered or supported accommodation available to older people and people with learning disabilities across Washington - Gentoo, Anchor Trust, Adult Direct Care. 2. Community Care Alarm Service (ADC). 3. Sunderland Home Improvement Agency Service for Older People delivered by Housing Services. 4. Sunderland City Council's Health, Housing and Adult Services provide a range of services to adults with a social care need and their carers, following an assessment of need. 5. The Care Team based at Woodridge Gardens provides both inreach and outreach care provision 6. Sunderland Carers' Centre provides a range of services 7. Other groups include Carers Groups for Carers of People with Learning Disabilities In Touch Group, Washington Mental Health Carers Group, The Galleries Day Unit Carers Group	Area Committee to receive a further report on the "Personalisation Agenda" in relation to encouraging independent living.
<b>Provide better support for older people</b>	Increase options for supported housing	Keep Area committee updated	HHAS	1. An Accommodation with Support Needs Analysis compiled in January 2009. 2. An Older Person Needs and Aspirations Study has been compiled. 3. A care management and assessment project provides advice, information and support about how people can receive the help they would like in daily living 4. Gentoo have 35 schemes providing core and cluster support to people in the City: Washington contracts are based at Peacehaven Court and Roseberry Court. Sheltered schemes, core and cluster arrangements are currently based at Hambleton Road, Lambton; Brancepeth Road, Oxclose, and Knoulberry Road Blackfell. 5. Gentoo have 35 schemes providing core and cluster support to people in the City: Washington contracts are based at Peacehaven Court and Roseberry Court. 6. Woodridge Gardens extra care housing scheme is located on Oxclose Road, Columbia, a partnership between Housing 21; SCC and developers Frank Haslam Milan. 7. The Council's website is fully updated with the extra care information:- <a href="http://www.sunderland.gov.uk/extra_care">www.sunderland.gov.uk/extra_care</a>	City Council agreed more evidence gathering required to establish the actual needs of people with disabilities or a vulnerability living in our City, and how this impacted on their housing provision. 2 An Older Person Needs and Aspirations Study has been compiled - feedback required relating to people's housing needs and aspirations, their current or expected care requirements. 3. Housing Strategy for Accommodation with Care during 2010.

## Annex 4 - Washington Area Action Plan- Attractive and Inclusive

Annex 4

Priority	Objective	Action	Lead Officer	Progress	Next Steps/Who?
<b>Invest more in housing programmes</b>	Bring empty properties back into use	Target resources at the key issues of empty properties, poor private landlord practices and anti social behaviour	Derek Welsh Alan Caddick (HHAS)	1. SCC Housing & Neighbourhood Renewal Team engages landlords to provide support and advice on health, safety and housing matters. A voluntary Accreditation Scheme operates across the City to promote good landlord practices. The team investigate cases of ASB within the private rented sector and have the responsibility across all housing tenures. HNRT is responsible for carrying out 'vetting checks' re tenants on behalf of landlords who are members of the Voluntary Accreditation Scheme. 2. Formal action can be taken to ensure housing standards are improved. 3. Empty Property Officer and a Private Sector Housing Officer work across the city to bring empty Private sector properties back into use. 4. SCC works with partners to tackle anti social behaviour through Local Multi Agency Problem Solving groups (LMAPs). 5. The Housing Options Team works with the public and Council Tax to identify empty properties. 6. Gentoo links with Neighbourhood Relations Team/Empty Property Team. 7. Tackle issues re empty properties at Wellington and Waterloo complexes. 8. Smartwater scheme for Washington?	1. SCC developing Empty Property Action Plan which details how empty properties will be brought back into use and sets targets/local area. Currently 2 Empty Homes Officers for whole of City. 2. Community and Safer City Scrutiny Committee agreed proposals for a review of anti social behaviour. 3. Area Committee to consider findings of above review when formulating proposals for tackling asb at a local level. It is recommended a further report is submitted to Area Committees in April 2010. 4. Barmston Village centre flats – demolition delayed for 7 years due to ongoing negotiations with remaining shopkeeper. 5. Need to identify location of empty properties; who owns or is responsible for them, and duration of time property remained empty
<b>Invest more in housing programmes</b>	Strengthen the connection with AC and all Social Registered Landlords	Identify RSLs operating in Washington. Build relationships with RSLs	Alan Caddick (HHAS)	1. Good relation ship with Gentoo - member of groups, attends AC, provides statistical information, active delivery partner	1. Scope for AC to link with other RSLs in the area?
<b>Invest more in housing programmes</b>	Adequate supply of housing to meet need and demand	All delivery partners to ensure supply meets demand and need: Improve access to housing Confirmation of supply of new houses in Washington Affordable Homes Strategy Choice based lettings process	Alan Caddick (HHAS)	1. Work is ongoing to finalise the strategy to promote affordable housing and integrate potential requirements of the development of a Local Housing Company into the economic regeneration strategy for the City. 2. Demolition of existing former care home and construction of new extra care housing at The Woodlands, Oxclose Road, creating Woodridge Gardens	1. Work is ongoing to finalise affordable housing strategy. 2. Liaison and consultation with Lettings Agency required. 3. Gentoo reviewing the allocations systems in partnership with the City Council, who retain the strategic/regulatory responsibility for housing. 4. RSLs to be more involved re co-ordination of demand and supply of housing.
<b>Make the streets and environment more attractive</b>	Develop a safe environment and healthy living, educating people on neighbourhood management	1. Develop a safe environment and healthy living, educating people on neighbourhood management 2. Improve opportunities to recycle materials 3. Take enforcement action against fly tipping, where relevant, poor private landlords and tenants	Helen Peverly (City Services)	1. Dedicated team to investigate cases of anti social behaviour within the private rented sector . 3 Officers employed to cover the City. Officers are committed to reducing the level of anti social behaviour within the private sector and investigate cases and attend community meetings. 2. The Council works with its partners to tackle anti social behaviour through Local Multi Agency Problem Solving groups (LMAPs) 4. Partners, such as Gentoo and the Police also have resources to deal with anti social behaviour and it is necessary to ensure that, along with the Councils own resources, they are used to maximum effect. 5. Gentoo already take action where perpetrators are identified of fly tipping. 6. Neighbourhood Housing Managers are proactive in inspecting estates through the Neighbourhood Plans 7. Enforcement teams in CCS being developed. 8. LA working with schools to develop environmental activity in parks. 9. Groundwork operating community allotment in Washington funded through TPCT. 10. Gentoo's Eco Programme with schools.	1. Address Fly tipping around Washington plantation areas and open land/garage locations. 2. Community and Safer City Scrutiny Committee agreed proposals for a review of anti social behaviour actively. Report April 2010. Suggested areas within the review are as follows; a) To gain an understanding of approaches of the Council and partners in tackling anti social behaviour ensuring a strategic approach b) Map service provision to identify hotspots or gaps in provision c) Examine the issue of underage drinking d) Strengthen the environmental services connecting with LMAPS e) To consider the balance between preventative and enforcement action f) Developing activities and interventions for young people and families that helps meet their needs g) Look at perceptions of anti social behaviour (Local Area Agreement) h) Progress of Local Multi Agency Problem Solving Groups 3. Consider pilot to address graffiti in subways 4. Re-establish Neighbourhood Watch schemes. 5. Consider additional recycling points in Washington 6. Raise awareness re doorstep recycling
<b>Improve public transport, cycle routes and paths,</b>	Improve public transport services, including railway lines and accessibility and signage	1. Review of public transport networks and Service provision 2. Increase influence over private bus operators	Stephen Dodds (Nexus)	• Tyne and Wear Bus Strategy • Washington Road Safety Scheme • Nexus provide a range of services to Washington, including paying for regular bus services (evening and Sunday 'W' services, 77 and 50, and daytime 73 and 184), scholars services and works services; operate Taxi Card scheme and Link Up demand-responsive services and subsidise group travel and Age Concern Shopper Services; administer Network Travel ticket scheme and Teen Travel, and free concessionary travel scheme. The Nexus Secured Services Strategy is currently out to consultation and should be available for publication after end of January 2010. Currently in the process of designing a network of secured services to provide enhancements to existing commercial services. From March 2010 public consultations on the proposals in Washington will take place. Councillors will have the opportunity to view and feed back on the network. It is planned to implement the project in late summer 2010	1. Report to March Area committee (Nexus). Consider access to/from Washington and the rest of the City by public transport is limited. This is reflected in the satisfaction levels with public transport. 2. Clarity with regard to the forms of information which is lacking is required

<b>Improve public transport, cycle routes and paths,</b>	Improve accessibility	<p>1. Transform grass verges into parking bays on housing estates</p> <p>2. Install traffic calming measures in known high risk areas</p> <p>3. Establish more options for getting around Washington e.g. cycle routes, pavements, accessibility of wheelchairs/buggies</p>	Graham Carr (City Services)	<p>1. There are many areas across Washington where car parking is at a premium and there are not enough places for residents to park vehicles. Requests are common for grassed areas to be removed. Funding is the main issue. Area Officer meeting regularly with Highways and Traffic section to highlight and address issues.</p> <p>2. A range of issues have been identified relating to speeding, traffic calming, bus links and footway links -</p> <ul style="list-style-type: none"> <li>• As part of the Washington Road Safety Scheme the Bus Link removal pilot schemes at Parsons Road, Parsons Industrial Estate, Brandy Lane, Albany and Dunnock Drive, Ayton are currently being implemented. A further 12 are subject to a future Cabinet Report (April/June 2010)</li> <li>• Funded through the Strategic Investment Plan footway links will be introduced at Cambrian Way, Burnhope Road, Pattinson Road, Stone Cellar Road, Sulgrave Road and Ayton Road South.</li> <li>• 13 Accident Cluster Schemes have been approved. 3 traffic calming schemes are already underway</li> <li>• The Council will seek to develop a Policy and Strategy which will contain guidelines to enable roads</li> <li>• Site works re Front Street Concord Loading Bays commence January 2010, expected completion M</li> <li>• Puffin crossing to be installed at Parkway/Roche Court</li> </ul>	<p>1. A number of schemes which have been identified require funding to be identified. This includes additional parking bays at Coach Road Estate, dropped kerbs in Harraton and at Coverdale, Warwick and Essex Drive, parking layby at Inkerman Road, , VAS deployment, and parking provision at Kestrel Close.</p> <p>2. Report to a future Area Committee meeting outlining recommendations of the Jacob's report re issues and solutions for Accident Cluster Sites and progress made as part of the Washington Road Safety Scheme</p> <p>3. Consider AC support with regard to outstanding gaps and issues and identified schemes</p>
<b>Make the streets and environment more attractive</b>	Encourage healthier living in communities by reducing the amount of unhealthy options i.e. limit the number of fast food outlets, etc	<p>1. Address the number of fast food outlets operating from business units – this results in both litter and anti social behaviour on surrounding estates, e.g. Swan Industrial Estate.</p> <p>2. Address the number of premises in High Streets and shopping areas having a large number of fast food and drink premises or</p>	Scrutiny	<p>1. Community Health Information Points being provided across Washington.</p> <p>2. There are currently three Officers employed to cover the City. Officers are committed to reducing the level of anti social behaviour within the private sector and regularly work outside of their office hours (9-5) to investigate cases and attend community meetings.</p> <p>3. The Council works with its partners to tackle anti social behaviour through Local Multi Agency Problem Solving groups (LMAPs).</p>	<p>Escalate to relevant Scrutiny Committee: A number of business units on Trading Estate (start up, nursery units) have been approved as fast food outlets. This has resulted in an increase in litter and anti social behaviour on nearby estates. In addition, the excessive number of food and drink licenses being granted has resulted in a high proportion of food and drink premises centralised on high streets and shopping areas. Area Committee requests Scrutiny looks at guidelines, regulations and protocols re licensing and how qualitative data and reporting can be taken into consideration when</p>

## Annex 5 - Washington Area Action Plan- Prosperous

Objective	Action	Lead Officer	Progress	Next Steps/Who?
Develop and occupy un-used business units	1. WNF Strategy aims to address individual needs to support people into work or businesses on their own account and reduce worklessness. 2. The council are conducting an Asset Management Programme, looking at managed workspace owned by the Council only and review whether existing stock is being used.	1. Kevin Donkin 2. Bernie Whittaker	1. Audit of business estates and sites underway: to be completed by February 2010 (BIT) 2. Visible Workspace Framework - first draft likely Feb 2010. The aim of the study is to provide an assessment of potential projects and a clear framework for the allocation of the £4m in the Working Neighbourhoods Strategy related to "Visible Workspaces"	1. Janet Snaith (BIT) to contact Ashtenne re involvement, messages to landlords, identify private sector contribution to repairs and maintenance etc. on commercial/industrial sites. 2. Area Officer/Chair to meet with WNF team to discuss funding opportunities for Washington. 3. Consider survey to determine business needs - what would encourage businesses to locate in Washington (market forces, capital investment required, land use proposals).
Making visible improvements to work space/units	1. Audit of industrial sites currently being carried out by BIT. This will identify void units, maintenance required, investment required etc. Due to complete February 2010. 2. Visible Workspace Framework	1. Kevin Donkin 2. Bernie Whittaker	1 Audit of business estates and sites underway: to be completed by February 2010 2. Visible Workspace Framework . The aim of the study is to provide an assessment of potential projects and a clear framework for the allocation of the £4m in the Working Neighbourhoods Strategy related to "Visible Workspaces"	1. Identify voids, investment required and opportunities to encourage investment in sites (private sector owners/landlords) (Janet Snaith) 2. Projects and funding applications for WNF to be identified after study is finalised (BIT to confirm)
Offer start up packages, enhanced packages for unique businesses, especially new businesses. Confirm infrastructure and packages in place to support small businesses	Economic Masterplan identifies activity re support and development of low carbon industries and links to the City	HHAS and OCE	1. Libra – a network of advice organisations offer advice for small business and start up. Have representatives from SNCB, Fiscus. LIBRA website accessed via link on Sunderland City Council website. Launched Sept. 2. HHAS: Procurement practices are designed to enable local businesses to compete for council contracts and information/ training is being provided on how to tender for contracts. 3. SES: provides 1-2-1 self employment business start up advice, training and assistance. Receives funding via WNF, to design and manage an intensive Enterprise Talent Scout initiative and Business Start up initiative.	1. Further branding and promotion of Libra and services required. (HHAS) 2. Development of high quality start up provision - Investigate potential of a Washington based BIC approach (BIT) 3. Promotion of packages and support available re entrepreneurship and enterprise
Provide empty or under used building/units to community groups	To identify opportunities audit and align needs of VCS to : 1. Council's Community Asset register which shows what buildings the Council own, who occupies them, and costs for getting derelict building back into use. 2. Audit of commercial sites currently underway - due to complete February 2010 3. Encourage schools and VCS to connect, e.g. use of school premises by VCS	1. Colin Clark 2. Nick Wood (Property Services) 3. CDT	1. LA Community Asset Register identifies LA owned buildings, their use and their condition. The register will identify opportunities. Need to bring this together with audit of commercial sites and property. A lack of buildings for community use highlighted in the East and South wards of the area.	1. Community Asset register circulated for information - K Purvis (Area Officer). 2. Co-ordinate CAR with audit of commercial and business sites - K Purvis/CDT 3. Market Assessment/audit of VCS needs required to consider potential usage of buildings – consider how this will influence a refurbishment programme. 4. Identify VCS needs and availability of schools, costs etc

Raise awareness of opportunities and support available to enrol on to training courses and pathways to work	1. Co-ordination and promotion of current provision 2. Encourage and promote volunteering opportunities as a pathway to work 3. Ensure information sharing across the area re local employer's requirements from the labour market		LSP	1. Corporate Communications are establishing a Community Strategy for Area Committees, including monthly news sheets posted to each household in Washington. 2. WRS - Development of an online advice service, which will include advice and support regarding benefits, debt and employment. The online service will offer a 24 / 7 service via e-mail and webchat to deal with enquiries and referrals. The service will also be created in such a way as to offer advice and support to the community as a whole. 3 SAFC Foundation is working in partnership with the Department for Work and Pensions and Job Centre Plus targeting people 18+ in Sunderland who are not in education, employment or training (NEET). 4. BIT co-ordinate information from employers and recruitment agencies. 5. Job Linkage, Connexions, SNCBC. 6. SCC worked with Nissan re Turbine Business Park site - mixed use scheme, potential to create 4,000 jobs	1. Promotion of training provision and courses Annex 5 2. Identify how to communicate with communities and promote local provision 3. Promotion of local volunteering opportunities 4. Identify employer needs re skills - match to training opportunities for local residents
Delivery and co-ordination of lifelong learning in the area	Co-ordination and promotion of current provision			1. SES: Provide OCR NVQ L2 business and enterprise training qualifications. 2. SCC: Community Network, BME Network e-champions, Community Electronic Village Halls, Community of Interest Websites, Digital Challenge (DC) ICT @ Home, DC Community Health Information Point, DC Website provision, DC Gentoo e-champion, DC Telesafe, DC Carers e-Champion, DC Youth e-champion, DC Smart Sunderland, DC LAA e-champion. Courses are currently delivered at Washington Millennium Centre, and three of Bridges projects, via Family Adult and Community Learning. 3. HHAS: Support from welfare rights in relation to benefits/ affect college courses training/ further education – what can be claimed etc whilst studying. Ensuring carers have access to training, education and lifelong learning opportunities. 4. SNCBC - Job Linkage services based in Concord 5. FISCUS - Work it Out Project	1. Promotion of training provision and courses 2. Identify how to communicate with communities and promote local provision 3. FACL funding (LSC) - allocation and procurement?
Encourage the private sector to adopt friendly working policies e.g. to encourage carers into work	1. Business Advice/Advice Services to promote worker friendly practises and flexible working. 2. Help address issue re SCC WRS/Advice Services having an increased number of cases re work life balance and family friendly working practicies re private sector employers.		A Aisbett	1. S/land Carers Centre: assist carers and ex carers into employment, offering advice and guidance on vocational training and sources of funding. Lead Agent PIE/Job Linkage. Review every three years. Work with employers to develop policies and practices that support carers into and already in work. Lead Agent: PIE, Carers Centre and Sunderland Partnership. 2. HHAS: The Carers Strategy promotes employability of carers – and former carers so they can remain in or return to work. 3. Welfare Rights Service provide Access to quicker Benefit /Better off Calculations for carers wanting to take up employment thought Assist carers & ex-carers into employment, offering advice & guidance on vocational training & sources of funding. Introduction of Carers cards	WRS - Development of an online advice service as detailed above

**WASHINGTON AREA COMMITTEE MEETING**  
**4<sup>th</sup> March, 2010**

**EXECUTIVE SUMMARY SHEET – PART I**

**Title of Report:**

Financial Statements and Funding Request

**Author(s):**

Office of the Chief Executive

**Purpose of Report:**

This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB), the Strategic Investment Plan (SIP) and Community Chest to support initiatives that will benefit the area.

**Description of Decision:**

- Note the ongoing review of SIB and SIP governance and procedures (see 4.4).
- Refresh of Community Chest. Committee are requested to agree a preferred option to be selected and agreed (see Section 7) with regards to City wide application.

The Committee is requested to approve the following from the 2009/10 budget:

- Annex 1: 16 proposals for support from the 2009/10 Community Chest.
- Annex 2: 3 projects for support from the 2009/10 SIB and the 2010/11 allocation (subject to Washington Area committee approving a second year of funding).  
3 projects for support from the 2009/10 SIP allocation.
- Annex 3: Note the financial statement for Area Committee funding for 2009/10.

**Is the decision consistent with the Budget/Policy Framework?**

**Yes**

**Suggested reason(s) for Decision:**

The Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2009/2010, £10,000 for each Ward. This scheme is operated under Section 137 of the Local Government Act 1972.

SIP was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. SIP can only be used to deliver capital projects, deliver key priorities identified in the LAP with its main purpose to attract other funding into the area.

**Alternative options to be considered and recommended to be rejected:**

The circumstances are such that there are no realistic alternatives that could be considered.

**Is this a “Key Decision” as defined in the Constitution?**

No

**Is it included in the Forward Plan?**

No

**Relevant Review Committee:**

**Regeneration Review Committee  
Management Scrutiny Committee**

## Washington Area Committee

4<sup>th</sup> March, 2010

### Report of Chief Executive

### Financial Statements and Funding Request

#### 1.0 Purpose of the Report

- 1.1 This report outlines current expenditure from the Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest and applications for funding from these budgets in order to support new initiatives, which will benefit the area and the delivery of the Local Area Plans.

#### 2.0 Description of Decision (Recommendation)

- 2.1 The Committee is requested to note the ongoing review of SIB and SIP governance and procedures (see 4.5 and 4.6).

#### Recommend Approval

##### Community Chest

- 2.2 Committee are requested to agree option 2 in Section 7, where Citywide applications are considered at the final meeting of each municipal year.
- 2.3 Annex 1: 16 proposals for support from the 2009/10 Community Chest totalling £14,609.

##### SIB 2009/10

- 2.4 The Area Committee is requested to agree the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events. Due to the lead in times for SIB project governance, known local groups will be contacted to ensure they are able to meet appropriate Committee deadlines.

#### Annex 2:

	2009/10	2010/11
1. Kickz SAFC Foundation	£16,000	
2. River Wear Trail	£26,500	
3. Education Business Connections	£5,772	£5,771
Total: £48,272 (09/10)	Budget: £213,670	Balance, if approved: <b>£165,398</b>
Total: £5,771 (10/11)	Budget: roll over from 2009/10 plus unknown allocation for 2010/11	
	Commitment total 2010/11:	<b>£38,271</b>

##### SIP budget 2009/10 – West Ward Budget

4. Albany Family Centre	£7,411	
Total: £7,411	Budget: £47,047	Balance: <b>£39,636</b>

##### SIP Budget 2009/10 – Central and South Ward Budgets

5. Lambton Village Centre	£500 per ward	
Central Total: £500	Budget: £34,947	Balance: <b>£34,447</b>
South Total £500	Budget: £49,492	Balance: <b>£48,992</b>

## **SIP Budget 2009/10 – North Ward Budget**

6. Marlborough Park Residents Association                      £3,750

Total: £3,750

Budget: £49,492

Balance: **£45,742**

- 2.6 Note the financial statement for Area Committee funding for 2009/10 in Annex 3.

### **3.0 Background**

- 3.1 The Council has reduced the amount of Regeneration Frameworks across the City from six to five. This has resulted in a new calculation of SIB funding to be awarded to the Coalfield Area Committee of £241,514 to be allocated up until March 2010. All allocations of funding should be matched against the criteria outlined in delivering the key priorities of the area, identified within the Local Area Plan (LAP).
- 3.2 SIP was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. This equates to £237,142 for the Coalfield. It was agreed by Committee in September 2009 that SIP be split across the four identified wards of the area, totalling £59,285 per ward, with local ward Councillors and service delivers being responsible and accountable for its expenditure against the LAP priorities, with proposed projects being presented to Area Committee for a final decision.
- 3.3 The Committee will be aware that the Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2009/2010, £10,000 for each Ward, plus any unclaimed allocations identified from previous years. This scheme is operated under Section 137 of the Local Government Act.

### **4.0 Current Position SIB**

- 4.1 Following the February 2010 Committee meeting, a balance of £211,635 remains to be allocated this financial year.
- 4.2 On June 2009 the Area Committee awarded Donwell Community Centre £6,500. Not all the grant was claimed by the group which has resulted in £2,035 being recouped into 2009/10 budget. The new allocation for the remaining of this financial year is £213,670.
- 4.3 Since the meeting, three SIB full application have been received seeking approval of £48,272 from the 2009/10 SIB budget and a further £5,771 from the 2010/11 SIB budget.
- 4.4 Projects recommended for approval from the 2009/10 budget total £48,272. Should Committee approve those recommended for approval the remaining balance for the 2009/10 allocation would be £165,398. In addition there is now a possible commitment of £38,271 from 2010/11, subject to Washington Area Committee approval in the new municipal year.
- 4.5 As part of the ongoing review of SIB procedures and governance, the SIB application form and guidance has been amended to ensure that funding is allocated on an area basis only. This is to ensure projects are tailored to meet the needs of that particular area. From May 2010, area specific application forms will be available and, therefore, organisations wishing to apply for funds to deliver a project in more than one area of the



City must complete an application for each area. Projects should be evidence based and must ensure they meet the needs of the area to which they are applying.

- 4.6 Additionally the Area Committee is requested to agree the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events. Due to the lead in times for SIB project governance, known local groups will be contacted to ensure they are able to meet appropriate Committee deadlines.

## **5. Current position SIP**

- 5.1 Following the February 2010 meeting, there remains a balance for Washington West of £47,047, Washington Central of £34,947 with the remaining three wards having a balance of £49,492 per ward. Overall area SIP budget would be £230,470 across Washington to allocate.
- 5.2 Should Committee approve the three projects as detailed in Annex 2, the remaining Ward balances would be:

Washington Central	£34,447
Washington East	£49,492
Washington North	£45,742
Washington South	£48,992
Washington West	£39,636

## **6 Current Position Community Chest**

- 6.1 To date approvals for each Ward total:

Washington Central	£6033
Washington East	£4184
Washington North	£9385
Washington South	£6984
Washington West	£5397

- 6.2 The projects listed on Annex 1 total:

Washington Central	£3945
Washington East	£2507
Washington North	£1493
Washington South	£4516
Washington West	£2148

- 6.3 Should the Committee grant the requests listed on Annex 1 the remaining balances, including the unclaimed allocations identifies from previous years, would be:

Washington Central	£242
Washington East	£5976
Washington North	£0000
Washington South	£0000
Washington West	£3933

## **7.0 Community Chest Review**

- 7.1 Citywide applications have become more frequent and are often submitted by groups or organisations who state that their project is open to all residents so therefore it is a Citywide project. Some Councillors have expressed concern that there are too many requests for funding which have no direct benefit to their own community and therefore to reduce time and effort made by Councillors in reviewing Citywide applications it is suggested that we reinforce the message that there is no budget in place for Citywide Community Chest and organisations should seek support from their own ward, or seek advice on alternative funding sources. Often, the time and resources spent on the administrative processes associated with considering and allocating the funding for 25 wards far outweighs the value of the grant.
- 7.2 It is recognised that there needs to be some flexibility in the process, as there may be a small number of projects which are of benefit to the whole of Sunderland, and Councillors may still wish to support some of these projects. Examples may be The Mayor's Fund or Remembrance Parade.

It is therefore suggested that Councillors consider two options:

- Option 1: Applications are ward based only and no Citywide will be considered
- Option 2: Citywide applications (where there is a clear benefit to every ward and the whole of the City) is considered by each Committee at the final meeting of each municipal year.

### **Recommendation**

That Option 2 is selected. This will enable Ward members to establish whether there are funds left in their budget to fund a Citywide project and also will mean the project gets a decision from every ward at the same time. There will need to be a 'phasing in' process during the first year to meet timescales of projects. During year 1 the revised procedure will be communicated to all groups and organisations to ensure that projects are not disadvantaged by the less frequent consideration of Citywide applications.

## **8.0 Reasons for the Decision**

- 8.1 SIB and SIP was established to promote action on key priorities identified in the relevant Local Area Plan, and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to local communities the proposed project would bring, and subsequently be able to provide evidence and statistics that can illustrate these benefits.
- 8.2 Community Chest support is given to projects which clearly demonstrate that they will address identified local needs, provide genuine community benefit and which can subsequently provide evidence/measurement of success in this respect.

## **9.0 Alternative Options**

- 9.1 Each project is required to indicate what alternative options they have considered during the application business process.

## **10.0 Relevant Consultations**

### **10.1 Financial Implications**

The Director of Financial Resources has been consulted on this report and all costs associated with developing SIB, SIP and Community Chest applications.

### **10.2 Implications for Other Services**

Each project is required to indicate what implications there may be for other services in the application business process.

### **10.3 The Public**

Each project is required to indicate what consultation it has undertaken and other documentary evidence it has to support its proposal in during the application business process. Residents have been consulted about the priorities in the Local Area Plans and bids support these identified priorities.

### **10.4 The Race Relations (Amendment) Act 2000 and the Councils Race Equality Scheme.**

Each project is required to indicate whether it has an equal opportunities policy, or what measures it employs to address equal opportunity issues, during the application business process.

### **10.5 Public Relations and Publicity**

Each project is required to indicate how it will promote funding awarded from Area Committee.

### **10.6 Councillors**

Members have been consulted on all applications for SIB, SIP and Community Chest support and the implementation of the review.

## **11.0 List of Appendices**

Annex 1	Community Chest: Proposed projects for approval
Annex 2	SIB and SIP Proposed projects
Annex 3	Financial statement

## **12.0 Background Papers**

The following background papers were used:

- Community Chest Application Forms
- Projects circulated for the panel meeting scheduled 22<sup>nd</sup> February, 2010
- Reports to previous Area Committees
- Washington Local Area Plan

**13.0 Contact Officer:** Karon Purvis, Area Officer for Washington  
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## ANNEX 1

### COMMUNITY CHEST 2009/2010

#### PROJECTS PROPOSED FOR APPROVAL

	<b>Recommended Grant subject to final estimates, invoices, up to</b>
<b>WASHINGTON CENTRAL WARD</b>	
<b>Washington Glebe Bowling Club</b> – Contribution towards competition costs, transport etc.,	420
<b>Washington Boxing Club</b> – Purchase of equipment.	1200
<b>Our Lady's Over 55 Club</b> – Contribution towards social activities, trips, theatre visits, refreshments etc.,	760
<b>Wessington Primary School</b> – Contribution towards environmental project.	1000
<b>Pitstop Youth Project</b> – Purchase of new furniture.	565
<b>Total</b>	<b>3945</b>
<b>WASHINGTON EAST WARD</b>	
<b>Fatfield Primary School</b> – Purchase of interactive plasma screens.	2500
<b>Roseberry Court Residents Group</b> – Contribution towards Easter dinner	7
<b>Total</b>	<b>2507</b>
<b>WASHINGTON NORTH WARD</b>	
<b>St. Bede's Ladies Fellowship Club</b> – Contribution towards social activities, lunch etc.,	500
<b>Peacehaven Court Residents Group</b> – Contribution towards Easter dinner.	500
<b>Roseberry Court Residents Group</b> – Contribution towards Easter dinner	493
<b>Total</b>	<b>1493</b>

## **WASHINGTON SOUTH WARD**

<b>Lambton Primary School</b> – Contribution towards environmental project.	1000
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<b>St. John Boste R.C. Primary School</b> – Contribution towards environmental project.	1000
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<b>Oxclose Primary School</b> – Contribution towards environmental project.	1000
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<b>Rickleton United F.C.</b> – Contribution towards equipment, tournament costs, transport etc.,	1516
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<b>Total</b>	<b>4516</b>
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## **WASHINGTON WEST WARD**

<b>Springwell Village C.A.</b> – Contribution towards sewing class, purchase of equipment etc.,	448
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<b>Donwell C.A.</b> – Contribution towards new boiler, heating system, building works etc.,	1700
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<b>Total</b>	<b>2148</b>
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<b>Total of Projects</b>	<b>14,609</b>
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**Application One – Kickz**

Funding Source	<b>SIB</b>
Name of Project	<b>Kickz</b>
Lead Organisation	<b>SAFC Foundation</b>

Total Cost of Project	Total Match Funding	Total SIB Requested
£52,370	£36,370	<b>£16,000</b>
Project Duration	Start Date	End Date
One year	April 2010	April 2011

**The Project**

The aim of the project is to engage the hardest to reach young people (aged 12-18) in a range of sporting, educational and community activities, enabling them to challenge and develop themselves, moving from the margins of society to active citizenship and helping them to be able to reach their full potential. In order to do this, the project will provide:

- daytime outreach sessions to build relationships with young people at risk of dropping out or causing trouble; written and practical sessions can lead to a Duke of Edinburgh certificate or other award.
- A drop in centre will run two evenings each week over 48 weeks, offering a range of sporting activities and enabling young people to socialise in a safe environment and discuss their issues with a Guidance Officer, if desired.
- A project night one evening each week for young people who wish to get further involved. Projects can include outdoor activities, health, media, music or heritage projects. Young people are encouraged to help raise their own funds and gain a portfolio of skills.

**The Need**

The project was discussed at the November Area Committee under the Healthy theme, with Committee inviting a proposal to come forward to a future meeting. Wider consultation on identifying the need for the provision has been conducted and identified by the Police, Washington Millennium Centre, local residents and the young people themselves.

**The Outputs for the Project**

Output Code	Description	2010/11	2011/12
L6	Number of young people aged 16-19 years encouraged into further education	15	0
L7	Additional youth sessions	3	0
L8	Young people engaged	75	25
S5	Young people benefiting from diversity project	150	50
S6	Young people engaged in youth activity	150	50
H2	Number of young people involved in sport	150	50
A6	Number of celebratory events held	1	0

**The key milestones for the Project**

Milestones and Key Events	Forecast Dates
100 young people registered as Kickz members in Washington	July 2010
20 young people gain accreditation	July 2010
2,500 individual engagements	July 2010

5 young people progress to apprenticeships/senior members/volunteers	July 2010
200 young people registered as Kickz members in Washington	March 2011
40 young people gain accreditation	March 2011
5,000 individual engagements	March 2011
10 young people progress to apprenticeships/senior members/volunteers	March 2011
5% reduction in incidents of anti social behaviour involving young people in the Concord area at times when sessions are running	March 2011

Recommendation: **Approve**

Subject to:

- Before the project can commence, evidence that relevant staff/volunteers have the appropriate CRB checks and that full insurance is in place.
- Figures provided include numbers of female and male participants.

### Application Two – River Wear Trail

Funding Source	<b>SIB</b>
Name of Project	<b>River Wear Trail</b>
Lead Organisation	<b>Sunderland City Council</b>

Total Cost of Project	Total Match Funding	Total SIB Requested
£72,000	£26,000	<b>£ 46,000 (£26,500 from Washington and £19,500 from Coalfield)</b>
Project Duration	Start Date	End Date
4 months	July 2010	September 2011

### The Project

The proposal is seeking £26,500 from the Washington Area Committee towards a £72,000 project to restore to a high standard the accessibility of the River Wear Trail between Cox Green and Fatfield bridges. The route will become step free enabling the north and south bank circuit to be used by those in wheelchairs and with push chairs.

### The Need for the Project

The improvement of the riverside was identified in the Tyne & Wear Rights of Way Improvement Plan, which was subject to extensive consultation with residents, councillors, businesses and land owners.

### The Outputs for the Project

Output Code	Description	2010/1
A1	Number of new or improved community facilities and equipment	1

### The key milestones for the Project

Milestone and key event	Forecast Dates
Revetment, surfacing, fencing, signing and access controls completed	July 2010
Fatfield Bridge ramping of steps	August 2010
Cox Green ramping of steps	Sept 2010

The project was deferred at the January 2010 meeting, for further information. This information has now been provided and issues have been addressed.

Recommendation: **Approve**

### **Application Three – Education Business Connections**

Funding Source	<b>SIB</b>
Name of Project	<b>Community Leaders of the Future</b>
Lead Organisation	<b>Education Business Connections</b>

Total Cost of Project	Total Match Funding	Total SIB Requested
£75,915	£18,200	<b>£57,715 (£11,543 from Washington Committee)</b>
Project Duration	Start Date	End Date
Two years	March 2010	February 2012

#### **The Project**

It is a two-year project which includes a high profile citywide competition open to secondary and special schools with a key theme of volunteering whilst developing both key employability skills, work readiness and entrepreneurship on participating young people. It will culminate in a high profile awards event to mark the European Year of Volunteering in 2011. There will be 4 large scale events during the two years. Schools have agreed to take part in the project.

The project includes a number of core elements all designed through a phased learning programme to raise awareness in targeted young people of the impact they can make in supporting local VCS organisations in their community. There is also accredited training for young people resulting in NCFE awards. In particular the programme will aim to develop young people's work readiness and employability skills, foster a sense of entrepreneurship and an understanding that volunteering makes a real difference to everyday life across the city and that young people can be positive about giving freely of their time and energy as a preparation for adulthood and citizenship.

#### **The Need for the Project**

The project would appear to fill a gap for schools and young people. The applicant states there is a clear demand and an unmet need to deliver more activities. In particular, the application states that schools have requested curriculum enhancing activities around involving business and enterprise activities, friendly competitions between schools, programmes which embed employability skills and which reward pupils' achievements, as well as connecting the schools to local communities. This project would meet all of these requirements, and involve 30 pupils from Washington Schools.

There is evidence in the application around the importance of volunteering and the need to engage young people in this activity as early as possible in terms of developing their citizenship skills, an understanding of their communities as well as learning, life and employability skills.

#### **The Outputs for the Project**

Output Code	Description	Number
A3	Number of community/vol groups supported	1
P3	No of young people in voluntary work	30
S5	No of young people benefiting from youth inclusion/diversionary activities	30



## Recommendation: **Approve**

Subject to:

- Robust monitoring and reporting to ensure that the funding provided by the Washington Area Committee benefits pupils and voluntary groups within the Washington area.

### **Application Four – Albany Family Centre**

Funding Source	<b>SIP</b>
Name of Project	<b>Albany Family Centre</b>
Lead Organisation	<b>The Bridge Project</b>

Total Cost of Project	Total Match Funding	<b>Total SIB Requested</b>
£7,411	Nil	<b>£7,411</b>
Project Duration	Start Date	End Date
Two months	May 2010	June 2010

#### **The Project**

The project are seeking a one off capital award to enable the Family Centre to renew and upgrade the external and internal parts of the building, including doors, windows, shutters and fascias.

#### **The Need for the Project**

The Centre have consulted local residents, current users and local Councillors about the project. It was also discussed and agreed at a SIP panel meeting to invite an application.

#### **The Outputs for the Project**

Output Code	Description	2010/11	2011/12
A1	Number of new or improved community facilities and equipment	1	0
A2	Number of people using new and improved community facilities	120	120

#### **The key milestones for the Project**

<b>Milestones and Key Events</b>	<b>Forecast Dates</b>
Award of contract	March 2010
Start work	May 31 <sup>st</sup> 2010
Completion of refurbishment	June 4 <sup>th</sup> 2010
Launch event	August 2010

## Recommendation: **Approve**

Subject to:

- Copies of Insurance required and confirmation of CRB checks for all staff and volunteers.

## Application Five – Lambton Village Centre

Funding Source	<b>SIP</b>
Name of Project	<b>Lambton Village Sign Renovation</b>
Lead Organisation	<b>Sunderland City Council</b>

Total Cost of Project	Total Match Funding	Total SIB Requested
£1,000	Nil	<b>£500 each (Split between Central and South wards)</b>
Project Duration	Start Date	End Date
1 month	April 2010	April 2010

### The Project

The project is to replace the current village sign for Lambton Village Centre.

### The Need for the Project

Local community and ward Councillors have indicated the need for the replacement of the sign in the village centre. It has also been discussed and agreed at a recent SIP panel meeting to invite an application to deliver the project.

### The Outputs for the Project

Output Code	Description	2010/11	2011/12
A4	<b>Number of events/programmes of work to improve appearance of streets/area</b>	1	0

### The key milestones for the Project

Milestones and Key Events	Forecast Dates
Contractor appointed	March 2010
Work commences	April 2010
Work completed	April 2010

Recommendation: **Approve**

## Application Six – Marlborough Park Residents Associations

Funding Source	<b>SIP</b>
Name of Project	<b>Childrens Play Area</b>
Lead Organisation	<b>Marlborough Park Residents Associations</b>

Total Cost of Project	Total Match Funding	Total SIB Requested
£5,000	£1,250	<b>£3,750</b>
Project Duration	Start Date	End Date
2 months	May 2010	July 2010

### The Project

The project will aim to develop and improve an area of spare land currently underused. This will provide safe facilities for the playing of 5 a side football and netball, thus encouraging children,

particularly the under 12's to participate in healthy outdoor activities in an area of medium / high density flat dwellings which currently offer very limited opportunities for this kind of play provision. The provision will be accessible to everyone, not just residents of the complex.

### **The Need for the Project**

Local community and ward Councillors have indicated the need for more play facilities within the area. It has also been discussed and agreed at a recent SIP panel meeting to invite an application to deliver the project.

### **The Outputs for the Project**

Output Code	Description	2010/11	2011/12
A1	Number of improved community facilities	1	
A2	Number of people using new and improved facility (12 months)	300	

The key milestones for the Project

<b>Milestones and Key Events</b>	<b>Forecast Dates</b>
Obtaining competitive tenders for site preparation, turfing, levelling, screening and associated works	May 2010
Ordering of play equipment i.e. goals, nets netball hoop and posts etc	June 2010
Works commence and end	July 2010

Recommendation: **Approve**

Subject to:

- Copies of Health and Safety, Equal Opportunity Policies, CRBs and insurance provided.
- Partnership established with the Millennium Centre to help promote the facility locally.
- Marketing and promote use of access to whole community agreed.

**SIB: Washington SIB Statement 4th March 2010**

\*£287,261 was allocated for 2009-10, £11,444 was carried over from 2008-09: Balance £298,705

	<b>Committee Date</b>	<b>Main SIB Fund Approvals</b>	<b>Opportunities Fund Approvals</b>	<b>Total 100%</b>
<b>Available Funding 2009/10*</b>	29.06.09	£298,705	-	£298,705
Project Name	-	-	-	-
Washington Victim Support	01.10.08	£19,910	-	£278,795
Phoenix Project	05.11.09	£11,880	-	£266,915
Remix Arts Centre	04.02.10	£25,280	-	£241,635
Sulgrave Play Area	04.02.10	£15,000	-	£226,635
Miners Memorial	04.02.10	-	£5,000	£221,635
Sea Front	04.02.10	£10,000	-	£211,635
NB:- £2,035 was recouped from Donwell Village Centre Roof Repair.				
<b>New Balance</b>		<b>£216,635</b>	<b>£5,000</b>	<b>£213,670</b>

**SIP: Washington Statement 4th March 2010**

	<b>SIP Budget</b>	<b>Approvals</b>	<b>Balance</b>
<b>Available Funding 2009/10*</b>	£262,461	£0	£262,461
Central	£52,492	£17,545	£34,947
East	£52,492	£3,000	£49,492
North	£52,492	£3,000	£49,492
South	£52,492	£3,000	£49,492
West	£52,492	£5,445	£47,047
<b>Balance</b>	<b>£262,461</b>	<b>£31,990</b>	<b>£230,470</b>

**Community Chest: Washington Statement 4th March 2010**

\* £10,000 was allocated per ward from 2009-10, Budget includes carry over from 2008-09 of £6,743

	<b>Community Chest Budget</b>	<b>Approvals</b>	<b>Balance</b>
<b>Available Funding 2009/10*</b>			
Central	£10,220	£6,033	£4,187
East	£12,667	£4,184	£8,483
North	£10,878	£9,385	£1,493
South	£11,500	£6,984	£4,516
West	£11,478	£5,397	£6,081
<b>Balance</b>	<b>£56,743</b>	<b>£31,983</b>	<b>£24,760</b>

## **Washington Area Committee**

**4<sup>th</sup> March 2010**

### **Report of Director of Strategy, Nexus**

## **Accessible Bus Network Design Consultation (Local bus links)**

### **1. Why has it come to Committee?**

This report is provided to the Committee to provide details of the proposals for the Bus Network in Washington and to request members of the Committee to provide comments and feedback to confirm or improve the proposed design.

### **2. Description of Decision (Recommendations)**

#### **2.1 Area Committee is asked to agree:-**

- to cascade the information about public events to organisations and individuals
- to provide comments and feedback on the proposals

### **3. Background**

- 3.1 The Accessible Bus Network Design project was set up in 2009 to design a bus network that better meets the aspirations of local people, in response to the Integrated Transport Authority's new Bus Strategy.
- 3.2 The key changes proposed for Washington relate to enhancing a number of routes and increasing peak and off-peak services.
- 3.3 The proposals as presented can be achieved within existing resources, by withdrawing a small number of poorly-used early-morning services and Link Up (the Demand Responsive Service) across the district.
- 3.4 The proposals will benefit the residents of Washington by enabling more people to access key locations both in the daytime and in the evening.

### **4. Main content of the Accessible Bus Network Design Consultation (Local bus links) report**

- 4.1 This report gives a high-level summary of the proposals for the Accessible Bus Network, and explains the process for consulting on the network.
- 4.2 The design involved close liaison between Nexus, council officers and bus operators. It focused on making improvements to the 'non-core' network that was agreed with bus operators in advance. Initial design is now complete, and the output is affordable within Nexus' existing budget for provision of secured services.
- 4.3 The detailed proposals for the network in Washington are shown in Appendix 1. The main changes are:

#### *New off-peak links*

- New hourly evening and Sunday link from Barnwell to Washington Galleries, Sunderland Royal Hospital and Sunderland City Centre (service 2A)
- Frequency of service between Washington Galleries and Doxford International increased to half hourly during the day (service 37)
- New half hourly link from Barmston to employment sites in Sunderland Enterprise Park and Sunderland Royal Hospital/City Centre (service 73)
- New hourly link to Concord/Waterview Park/Sunderland Enterprise Park/Sunderland City Centre from Blackfell (service 73)
- New hourly evening and Sunday service between Washington and Waterview Park/Sunderland Enterprise Park/Royal Hospital/ Sunderland City Centre (service 73)
- New hourly fast link between Washington Galleries and Northside Estate/Birtley (service 79)

#### *New peak link*

- Frequency of services between Washington Galleries and Doxford International increased to half hourly (service 37))

#### *Re-direction of poorly used resource*

- Poorly used early morning/late evening and Sunday journeys on services 77, 560, 568 (Stagecoach),
- 968 (Kingsley Coaches) would be withdrawn but the funding and resource used currently to provide this services would be re-allocated to provide many new improved links (described above).
- The Link Up (Demand Responsive Transport) service would be withdrawn, however, the resource would be re-allocated onto 'fixed-route' service provision and utilised within the Sunderland District.

- 4.4 The results of the initial design proposal are affordable within existing budgets. Further enhancements may be possible by working in different ways with the bus operators. Where consultation reveals a need for further growth that cannot be accommodated within existing budgets, additional sources of local funding may need to be explored, the enhancement earmarked for future delivery when funding becomes available, or alternative approaches to delivering bus networks may be examined.
- 4.5 Work is being carried out into branding and marketing the revised network to grow ridership and keep public subsidy to a minimum. Consideration is also being given to an appropriate fare structure for services where Nexus has responsibility for pricing.
- 4.6 Subject to confirmation of resources and procurement processes, it is intended to implement the parts of the revised network that are currently within Nexus's control, in spring 2011.
- 4.7 The revised network will be subject to rigorous consultation and communications processes to ensure that the proposed network achieves the correct balance between public aspirations and available resources. During this process Nexus will consult with all stakeholders, as well as with the general public. The consultation will be managed in line with best practice guidance stated in 'Code of Practice on Consultation' (HM Government, 2008).
- 4.8 The overall consultation process in Sunderland is in two stages:

- Elected Members (February 2010)
- General Public (15 March – 4 June 2010)

The main public event planned for Washington is on 20 April, at Washington Leisure Centre from 10.30am –4pm. This will be a drop-in event with details of the proposals available and Nexus staff present to discuss them.

In addition, all materials will be made available from 15 March via the Bus Strategy link on the Nexus website ([www.nexus.org.uk/busstrategy](http://www.nexus.org.uk/busstrategy)), as well as printed copies available from local venues and on request from Nexus.

There will be a questionnaire for feedback also available from 15 March or comments can be emailed directly to [bus.strategy@nexus.org.uk](mailto:bus.strategy@nexus.org.uk) or posted to Bus Strategy, Strategy Department at Nexus.

Comments and feedback must be received by Nexus no later than 4 June 2010.

- 4.9 Once the consultation is complete, final recommendations will be presented to the Executive Management Team for approval. It is possible that a number of different costed options will be presented: one option will be achievable within current levels of funding, and one or more additional options may require sources of additional funding in order to be deliverable.
- 4.10 There will then be a communication programme with all consultees on the outcomes of the consultation.

## **5. Background papers**

Bus Services in Tyne and Wear: Charter for Growth (ITA/Nexus, 2009)

<http://www.nexus.org.uk/wps/wcm/resources/file/eb21f50c7fe3d56/Bus%20Strategy%20Full%202009.pdf>

## **6. Contact Officer:**

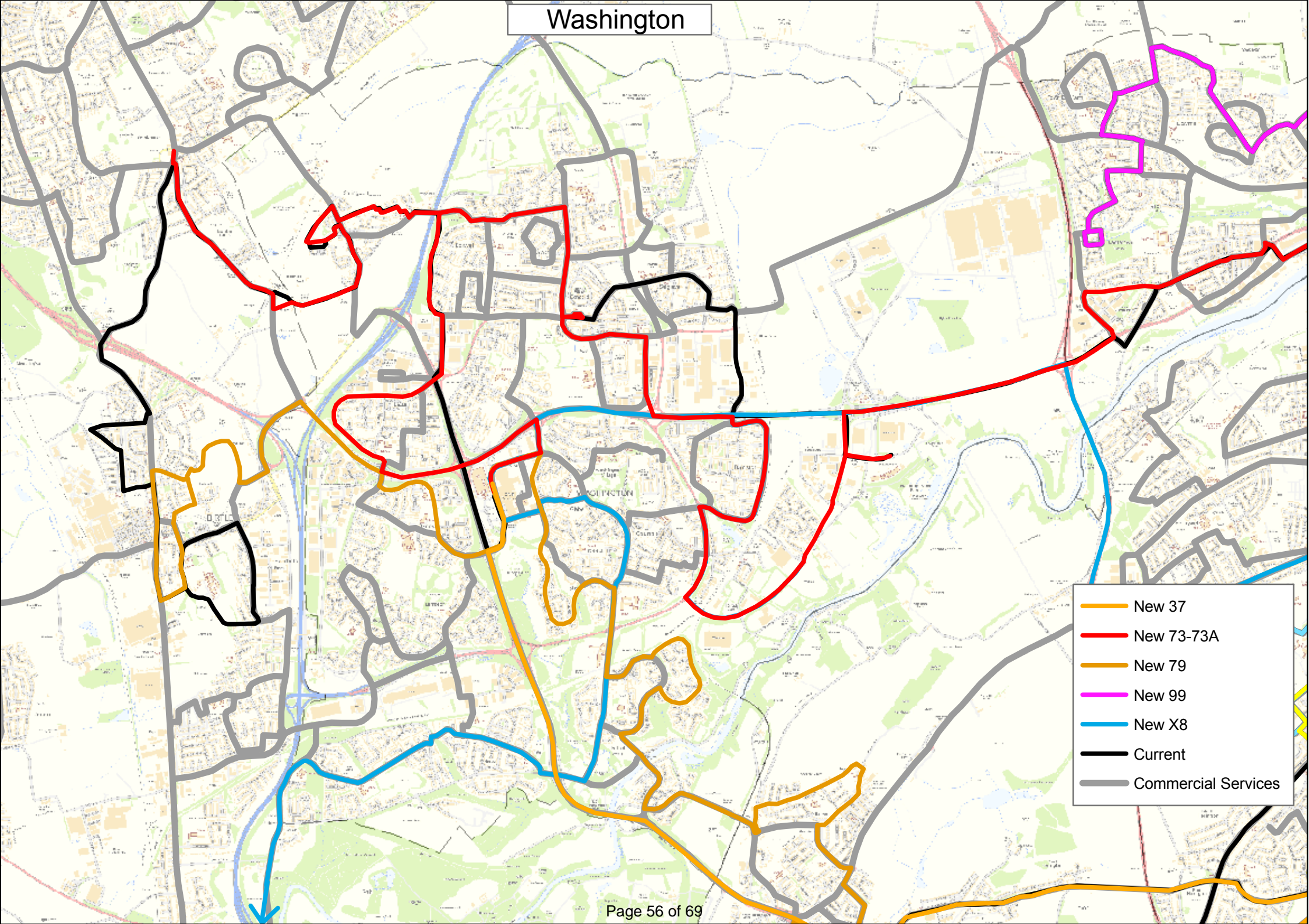
Tobyn Hughes, Director of Strategy, Nexus, 0191 203 3246, [tobyn.hughes@nexus.org.uk](mailto:tobyn.hughes@nexus.org.uk)

## **List of Appendices**

Appendix 1 – map of Washington showing proposed bus routes



# Washington



- New 37
- New 73-73A
- New 79
- New 99
- New X8
- Current
- Commercial Services



## WASHINGTON AREA COMMITTEE

4 MARCH 2010

### FEEDBACK REPORT REGARDING GRITTING ROUTES

#### REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

## 1.0 GRITTING ROUTES

The Council prioritises road gritting so that the most important routes are treated first, as a result some local roads are not treated. This policy is applied throughout the City including the Washington Area.

Priorities are as follows:-

### 1<sup>st</sup> Priority

- Main arterial routes, (classified A roads).

### 2<sup>nd</sup> Priority

- Distributory roads
- Local roads (bus routes)

### Footpath Treatment

Again prioritised as follows:-

- City Centre
- Shopping Centres (not in private ownership)
- Schools, AP Homes
- Hospital perimeters
- Bus stops, metro stations, pedestrian crossings
- Footbridges, steps and ramps to underpasses

## 2.0 SALT STOCKS

As a guide to the severity of this winter please see salt used.

2004/5 = 10,386 tonnes

2005/6 = 10,663 tonnes

2006/7 = 8,489 tonnes

2007/8 = 6,956 tonnes

2008/9 = 9,315 tonnes

This winter we have used around 15,000 tonnes of salt and in addition 3,500 tonnes of grit has been purchased to mix with the salt for filling salt bins and footpath treatment.

### 3.0 SALT BINS

These are provided throughout the City at locations of identified difficulty which includes Washington Area. Provision is currently prioritised as follows:-

- Significant incline providing access to a major road or adjacent to any other incline likely to be dangerous in icy conditions.
- Areas where ice may create hazardous conditions specific to an area, e.g. hospital or school.

The provision and use of salt bins is for use on surrounding roads, pavements, steps and ramps, it is not for use on private drives and car parks.

The service received numerous requests for additional salt bins during the recent prolonged spell of adverse weather, but as with all things the resource for both provision and refilling of the bins is limited.

Please see the following list of current locations within the Washington Area:-

- Dunlin Drive – Outside No. 23
- Greenfinch Close – Opposite No. 13
- Knoulberry – At Blackfell Bus Link
- Knoulberry Road – Between High Heath & Shield Close
- Lambton Court - Outside No. 32 – Ent. to sub station
- Mallard Close – Junction with Fulmar Drive
- Mendip Drive – Outside No. 57
- Lumley Close, Oxclose – No. 31 – 33
- Belsay Close – Top of Junction with Kielder
- Lapwing Close – Outside No. 1
- Garrigill, Fatfield – Lay-by adj No. 14
- Entrance to J.F.K. estate
- Autumn Close, Washington Village – Outside No. 4
- Newriggs, Mapledean
- Vigo Lane – Opposite St. Georges Church
- Wellbank Road – Opposite the Blue Bell Pub
- Wellburn Road, Donwell Village – On path adj No. 95
- Wormhill Terrace – Junction with Fallowfield Way
- Haydon, Fatfield – Lay-by opp. No. 14
- Fatfield Park – Opposite No. 49
- Valley View, Fatfield – L/post No. FD244
- Top of Valley Forge
- Aldsworth Close at Highworth Drive junction
- Beech Grove, S/well – On path between 52/54
- Beach Grove, S/well – Outside No. 25 on footpath
- Fairhaven Est, Springwell – Path between No. 24 & 26
- Stafford Villas, Springwell – Outside No. 7
- The Farthings – Path between No. 30 & 31
- Highbury Avenue – Junction with Peareth Hall Road

- Highworth Drive – Junction with Uplands Way
- Red Bungalows, Springwell Village
- Fell Place, Springwell
- Broom Court, Springwell
- Doncrest – Junction with Donridge
- Donvale Road – Outside No. 121
- Donvale Road- Outside No. 191
- Thornhope Close, Barmston – On corner
- Burnhope Road, Barmston – Side of No. 87
- Harland Way, Glebe
- Sherwood Close, Glebe – Opp. L/post GE 379
- Rear concrete planter outside
- Boots, Arndale Centre
- Laurens Court – Lay-by outside Nos 35 – 38
- Rear concrete planter outside
- Alldays, Victoria Road
- Woodland Terrace, Concord – Path opposite No. 14
- Birkdale Close, Usworth – Outside No. 8
- Concord Nursery, Concord – Outside in Bus Station
- Sunningdale Drive – Entrance next to GPO Box
- High Row, Concord – Incline onto Main Road
- London Avenue – Junction with St. Andrews
- Melrose – Junction with Parkway
- Bede Crescent

## 4.0 CONCLUSION

- 4.1 a. Note the contents of the report.

## **WASHINGTON AREA COMMITTEE**

### **REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES**

**4 MARCH 2010**

#### **CONSULTATION ON FOOTBALL, PLAY & WELLNESS**

##### **1.0 Why has it come to Committee?**

- 1.1 The purpose of this report is to consult with the Area Committee in relation to the:
- i) Football Investment Strategy (FIS) – proposed priorities for investment
  - ii) Play and Urban Games Strategy – identification of priorities for future investment
- 1.2 The report will additionally provide an overview of Wellness programmes and seek feedback from the Committee in relation to future areas of work.

##### **2.0 Description of the Decision (Recommendation)**

- 2.1 The Area Committee are requested to note the content of this report and provide feedback on the proposals outlined within the report.

##### **3.0 Football Investment Strategy**

- 3.1 As the Area Committee may be aware, the city has developed a Football Investment Strategy (adopted by Cabinet in January 2010) that sets out a clear 'vision' for football facilities and the player pathway in Sunderland, across public, private and school based provision. It establishes a clear approach to the level of provision including the implementation of local standards for playing fields and ancillary facilities.
- 3.2 Whilst some improvements have been made, a key priority for the city remains to contribute to Sport England's target, of a 1% increase in sport and physical activity participation year on year. Football is one of the highest participation activities nationally, with opportunities to engage with residents of all ages, abilities and disabilities in playing, volunteering, coaching and spectating.
- 3.3 As part of the work to complete the FIS, a full assessment of local needs and demand for football has been completed, which has resulted in a tiered model of provision and standards which will help to ensure football sites have defined purpose, and that development principles are embedded into the delivery. Working in partnership with the FA and the Football Foundation (FF) the City Council has secured an in principle commitment of £1m investment to match the City Council's £700,000 contribution. It is intended the Strategy will improve satisfaction rates in community based facilities and increase participation in sport amongst adults and young people.
- 3.4 Within Washington, provision for football has been mapped through the Football Investment Strategy and a list of the pitches can be seen in Appendix 1.
- 3.5 The Area Committee may also be aware that previous football investment has been made locally in recent years which includes:
- Millennium Centre – 7-a-side 3G pitch and floodlights
  - 2 senior grass pitches with improved drainage at Washington School
  - Blackfell School – multi use games area
  - Washington School – multi use games area

- 12 mini soccer pitches developed at Northern Area Playing Fields
- NOF Green Spaces funding to improve drainage at Northern Area Playing Fields
- Pavilion improvements at Northern Area and Southern Area Playing Fields
- More efficient pitch maintenance programmes introduced following the purchase of new equipment

3.6 Based on the evidenced gathered during the development of the FIS and the assessment of need, the following improvements are proposed:

#### **Football Investment Priorities Phase 1 (2010-2012)**

Site	Project	Number of Teams	Participants and spectators
Northern Area Playing Fields	4 change pavilion and storage area (pre-fabricated)	22	770
Biddick Sports College	Relay synthetic turf pitch with 3G	Sports College and citywide training	Sports College and citywide training

#### **Football Investment Priorities Phase 2 (2013-2018)**

Biddick Sports College - drainage improvements to 4 pitches

#### **Football Investment Priorities Phase 3 (2018-2022)**

Northern Area - extension of original pavilion development and fencing works

Southern Area – drainage works to 4 pitches

Plessey Sports Field - new 4 change pavilion

Glebe Park - upgrade pavilion

3.7 The proposals are consistent with implementing the tired model of provision detailed in the FIS and the six factors for prioritising investment as detailed below:

- Cost and Value for Money – to ensure that funds have the greatest impact on reaching participants and increasing participation
- Playing Capacity – recognising that sites with a higher playing capacity enable more people to play football
- Football Development – in line with FF requirements, ensuring the development of FA Charter Standard Clubs are at the heart of investment
- Match Funding – must be identified to enable delivery of the priorities
- Facilities Development – prioritising projects which address gaps in provision
- Multi-sport Potential – recognising synergy between sports to provide both value for money and broader opportunities to raise participation.

3.8 Following Phase 1 developments all projects identified within the priorities for investment for Phases 2 & 3 will require an appropriate level of funding and officers will continue to work closely with funding bodies such as the Football Foundation to ensure that Sunderland is well placed to take advantage of external funding streams.

3.9 Durham County FA, the governing body for Football in our sub-region, has been working with the city closely in the city's efforts to secure host city status for England's submission for the World Cup in 2018. The process of developing a submission has strengthened links between Durham FA and local partners, which

has supported the parallel process of developing a football investment strategy and the world cup legacy plans.

### **3.10 The Committee's comments and observations would be welcome in relation to the investment proposals.**

#### **4.0 Play and Urban Games**

4.1 The Strategic vision for play in the city outlined in the Play and Urban Games Strategy – Moving Forward (2007-2012) is that:

Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play environments and opportunities for all children and young people up to 19 years. The city aspires to a core offer of free provision citywide supported by affordable supervised provision as appropriate.

4.2 In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1million capital investment accompanied by £500,000 revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide.

4.3 The City Council is now supported by an emerging network of partners in play, who have grown to include organisations such as, Play England, Tyne and Wear Play Association, Gentoo, voluntary sector groups, schools and residents associations.

4.4 The achievements of the Play Pathfinder Programme are as follows:

- Match funding the £2.1million DCFS capital grant and £200,000 City Council funding, by a further £1.8million from external funding
- Developing an inspiring partnership with the Aiming High Pathfinder for disabled young people to develop an integrated service model for play
- Maximising partner skills through commissioning a range of voluntary sector organisations, to deliver neighbourhood based consultation
- Undertaking a mid-programme review of consultation, to reflect local feedback and embrace the community leadership role of Elected Members
- Engaging over 3,000 children and young people citywide in the design of play spaces and play services, including a young people's inspection team
- On target for the delivery of 28 new or refurbished high quality play spaces citywide by the end of March 2010
- In Washington, an increase from 30% children and young people, with access to high quality play spaces 1km from their door in 2008, to 57% high quality access in March 2010
- On target for the delivery of a unique City Adventure Play Park
- Launch of the 'Lets Play' campaign, to inspire families to get involved in their local play spaces and to challenge negative perceptions of children playing
- Designed and refurbished the following local play facilities at Albany, Wheeled Sports Park, Sulgrave, Glebe, Holley Park, Barmston – Big Lottery.

4.5 The programme delivery has not been without its challenges. The programme has been supported by Elected Members to build confidence in communities, who in some cases fear that play may create problems rather than solve them. This has included coordinating multi-discipline teams to ensure a 'one council' solution, prior to any new play development. Tackling perceptions against play provision remains a key challenge moving forward. Nonetheless, the developments have led to a sustained improvement in resident satisfaction levels. Since 2004, a net improvement of 19% to the current date, has been seen through the annual MORI survey. This measure was taken prior to the Pathfinder investment and it is hoped that satisfaction levels will increase following the next resident survey.

4.6 Following significant progress against the action plan within the current Play and Urban Games Strategy, an addendum to the document is being prepared. This will consider revised guidance issued by Government and Play England, but mainly seek to review progress and update the action plan. The Area Committee may be aware that as the Play Pathfinder developments are finalised in March 2010, work has started to determine the process for prioritising sites the next phase of developments.

Elected Members have previously been asked at Area Committee for their views on possible next steps for play development. The following suggestions have been forwarded to date; Lumley Close / Dunstanburgh, Penshaw Park, Roseberry Court, Washington North: Goal Posts, Blackfell.

**4.7 The Committee is requested to provide feedback on locations they consider would benefit from future investment in play provision.**

## **5.0 Other Consultation**

### **5.1 'Wellness...it's a walk in the park' Programme**

Providing the city's residents with opportunities to be physically active is a primary aim of the Wellness Service. In recent years the development of Wellness Centre's, community based activities, exercise classes and a host of prevention and intervention services have reinforced the role of the Wellness Service as the city's primary provider of physical activity opportunities.

5.1.1 Phase 1 of the Walking Programme will see the launch of the 'Wellness ....its a walk in the park' programme. Phase one consists of 'way marked' walking routes within ten city parks. Walks for Washington have been planned from Princess Anne Park and James Steel Park.

5.1.2 Depending on the size of the park, the marked walk routes are approximately 1, 2 or 3 miles in distance and are suitable for walkers, runners, wheelchair users and pushchairs. The launch week is scheduled for 6-10 April 2010.

5.1.3 Phase 2 of the programme aims to expand the walking routes to incorporate other areas of interest within the geographic area. **To assist with the preparation of Phase 2, the Committee is requested to provide feedback on possible locations or routes they consider would benefit from inclusion.**

### **5.2 Active Sunderland Project**

5.2.1 The Active Sunderland Project operates in all areas within the city, with the main purpose of increasing participation in sport and physical activity, but also raising awareness of local and city wide opportunities to be active. The team of Activators have been working with a variety of community organisations and local businesses, to reach out to residents and support them in being active. In addition, the Active Sunderland Bus provides the Activator team with a base from which they can

operate in public spaces and organise local events. The Active Bus contains health and fitness testing equipment, allowing the Activators to offer health checks and raise awareness of the benefits of a healthy lifestyle.

5.2.2 Considerable work has been undertaken to highlight suitable locations for the Active Sunderland Bus visit and also platforms from which the Activators can operate, there may be many other venues which could be accessed to extend the project.

5.2.3 Within Washington, the Active Sunderland Bus has already accessed:

- The Galleries
- Washington Sixth Form Campus

5.2.4 In the coming weeks, the Bus will return to JFK Primary School and the Washington Galleries.

**5.2.5 The Committee is requested to provide feedback on possible locations they consider would benefit from the Active Project and the Bus visiting.**

## **6.0 Conclusion**

6.1 The Area Committee are requested note the content of this report and provide feedback on the proposals outlined within the report.

## **7.0 Background Papers**

7.1 The following background papers were relied upon to compile this report.

- Leisure Facilities Research 2004
- New National Performance Framework for Local Government 2008
- Active Sunderland Bus, from application to Sport England 2008
- Leisure Centre statistics from Centre records
- Play Pathfinder Terms and Conditions 2008
- Sustainable Communities Scrutiny Committee Report February 2010

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## APPENDIX 1

### Washington pitches

Site name	Community use	Senior football	Junior football	Mini-soccer	Synthetic
Albany Park	Yes	1			
Albany Village Primary School	Yes		1		
Biddick Primary School	Yes		1		
Biddick School Sports College (and St Robert of Newminster RC & Sixth Form College)	Yes	3	3		1
Columbia Grange School	Yes		1		
Glebe Park	Yes	1	1		
John F Kennedy Primary School	Yes		1		
Millennium Centre	Yes				1
Nissan Sports and Social Club	Yes	3			
Northern Area Playing Fields	Yes	4		14	
Northumbria Centre	Yes	4			
Plessy Sports Field	Yes	2			
Oxclose Community School	Yes	3		5	
Rickleton Primary School	Yes		1		
Southern Area Playing Fields	Yes	6			
St Bede's RC Primary School	Yes	2			
St John Boste Primary School	Yes		1		
Usworth Park	Yes	1			
Washington Secondary School	Yes	1	1		

**RESPONSIVE LOCAL SERVICES**

**REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE CHIEF EXECUTIVE**

**1. PURPOSE OF THE REPORT**

- 1.1 To provide the Area Committee with the 'Responsive Local Services' project update for the period of November 2009 to January 2010.

**2. INTRODUCTION/BACKGROUND**

- 2.1 Area Committee reviewed the current service standards and service performance information at their meeting in January 2010, for the following services - graffiti removal, refuse collection, litter, dog fouling and grass cutting services.
- 2.2 At the January meeting members considered the information provided and brought forward issues for consideration / action. Members also requested additional information to be included in the future performance reports.
- 2.3 The issue to be considered for the Washington Committee was Graffiti. A summary of progress to-date will be presented at Committee.

**3. SERVICE PERFORMANCE – NOVEMBER 2009 TO JANUARY 2010**

- 3.1 An officer will attend the area committee in March to highlight the work being undertaken in relation to service performance analysis, and they will present a snapshot of performance information focusing on litter for the area, visually using a GIS Mapping tool to support committee discussion.
- 3.2 It is intended that the Committee receives further updates relating to service performance at future meetings, once approval has been sought from the committee in relation to the usefulness of the visual mapping tool.

**4. LOCAL AREA PLANNING AND PROBLEM SOLVING**

- 4.1 The current service standards (presented to Committee in January 2010) coupled with current performance information provides committee with a sound platform to discuss area issues in relation to the five services noted.
- 4.2 Members will be able to review the information provided by the officer in attendance and the feedback from previous issues raised. Members will then be encouraged to discuss opportunities for any local problem solving activities which may involve wider partners.
- 4.3 An existing group outside of the committee could be used to facilitate this exercise or committee may wish a time limited sub group to be developed to undertake the joint work to address the problem.

## **5. STREETSCENE RESTRUCTURE**

- 5.1 In relation to 'Area Teams' working across the City, there is currently a review being undertaken across City Services Streetscene Division, to ascertain if the current staffing structure is fit for purpose to deliver Responsive Local Services.
- 5.2 The review covers:
- Review of current structures and business processes
  - Review of workforce profile and investment required to deliver fit for purpose structure
  - Implementation of new business processes in relation to ensuring services are efficient, effective and able to respond to local needs / concerns
- 5.3 Following approval, Area Committee will be updated on any changes arising within Streetscene Services.

## **6. RESPONSIVE LOCAL SERVICES - COMMUNICATIONS**

- 6.1 It is imperative that communication activities support the Responsive Local Services project moving forward, to ensure the Council and the Area Committee receives full recognition for action taken.
- 6.2 Initial communication activity will include the following:
- Promotion of Neighbourhood Helpline
  - Promotion of the Staff Reporting Line and the 'eyes and ears' approach being taken by front line staff
  - Procedure for members and staff within the council to report positive stories to the Communications team, where a service has been responsive in approach, to ensure the member and / or service receives the recognition for action taken
  - Promotion of Service Standards on [www.sunderland.gov.uk](http://www.sunderland.gov.uk)
  - Responsive Local Services update to feature in Area Newsletters

## **7.0 LAND OWNERSHIP**

- 7.1 As part of the Responsive Local Services project a subsequent piece of work is being developed to map all land owned by the Council onto a GIS web enabled database. This will allow all staff and members to access information in relation to ownership of land. The database will also include present maintenance arrangements.
- 7.2 This piece of work will then be extended to review longer term needs for land to ensure adequate budgets are aligned as required to keep land effectively maintained and safe.

## 8.0 ENFORCEMENT

- 8.1 Members requested further information relating to Enforcement and the number of Fixed Penalty Notices issued per area and the number of Legal Notices issued.
- 8.2 Members are requested to note the figures and recommend a presentation to Area Committee in April 2010, from the City Services Local Environment Manager, responsible for Enforcement across the City. To present detailed information in relation to the Enforcement service and procedures therein.

Fixed Penalty Notices Issued	Dog Fouling					Littering					Inappropriate disposal of household waste					Refusal to clear Litter and waste on land					Inappropriate disposal of Commercial Waste					
Area	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	
April 2009-January 2010	20	25	22	25	26	11	201	8	6	43	34	22	16	5	16	0	2	1	0	0	0	0	0	1	0	2

	Failure to produce licence to transfer waste (Waste Carriers Licence)									
Area	N	E	C	We	Wa					
April 2009-January 2010	0	2	0	0	7					

Legal Notices Issued	Sec 46- Requirement to present household waste disposal in prescribed manner					Sec 93- Requirement to cleanse areas adjacent to commercial premises					Sec 92- Requirement to remove litter and detritus from private land					Sec 92- Formal warnings of intended action by Authority				
Area	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa	N	E	C	We	Wa
April 2009-January 2010	52	1655	0	0	0	0	0	0	0	0	0	5	1	0	0	1	11	5	0	0

- 8.3 Legal Notices are issued to warn and advise residents of the correct waste management procedures and the implications of not following the procedures.
- 8.4 Members will note that figures for the East area are higher than across the City. This is because litter, waste and fly-tipping in East Sunderland (Hendon) has been targeted by the Enforcement Team due to a large problem in this area. A longer term work programme is currently being developed to ensure targeted enforcement action is undertaken city-wide.

## 9.0 NEXT TRANCHE OF SERVICES TO BE REVIEWED

- 9.1 Whilst undertaking the review of the first five services within the Responsive Local Services project, it has become apparent which services should be considered to be reviewed as part of the second tranche. The services to be considered for future review are:

- Highways maintenance including pot holes and inspection regimes
- Enforcement

## **10.0 WORKING WITH KEY PARTNERS**

- 10.1 To enable the Responsive Local Services project to be delivered effectively, it is imperative that all key partners are involved in the development of services to ensure they are responsive and fit for purpose.
- 10.2 Initial discussions have been held between the council and Gentoo to review joint working arrangements in relation to customer service requests and enquiries, land ownership, as well as the continuation of the area agreement work already undertaken.
- 10.3 Aurora Street Lighting Ltd has also been trained to access service requests via our council customer contact system, this is enabling service requests received by Sunderland City Council can be referred directly to Aurora for immediate action.
- 10.4 Streetscene staff are also reporting street lighting and signage issues to Aurora directly via the Staff Reporting Line and supporting them with Emergency service requests such as dangerous columns.

## **11.0 RECOMMENDATION**

- 11.1 The Washington Area Committee are requested to note this report for information and to accept further updates relating to Responsive Local Services.

## **12.0 BACKGROUND PAPERS**

- 12.1 Staff Reporting Line information statistics – November 2009 to January 2010
- 12.2 Customer Services Requests for Service statistics – November 2009 to January 2010
- 12.3 Customer Complaints statistics - November 2009 to January 2010
- 12.4 Customer Compliments statistics - November 2009 to January 2010
- 12.5 Area Committee Responsive Local Services Issues Log – January 2010
- 12.6 Enforcement Officer FPN Database – 2009 to January 2010
- 12.7 Member Enquiry statistics – November 2009 to January 2010

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