

EAST SUNDERLAND AREA COMMITTEE

AGENDA

Monday, 21st January, 2013 at 5.30pm

VENUE – Committee Room No. 1, Civic Centre

Membership

Cllrs E Ball (Chair), A Emerson (Vice Chair – People), L Scanlan (Vice Chair – Place), E Gibson, C Marshall, D Errington, M Mordey, T Martin, B McClennan, I Kay, B Price, A Farr, P Wood, M Forbes and P Maddison.

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1. (a) Chairman's Welcome; (b) Apologies for Absence; (c) Declarations of Interest; and (d) Minutes of the last meeting held on 17 th September 2012 and Minutes of the Extraordinary meeting held on 17 th October 2012	1
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* Denotes an item relating to an executive function

ELAINE WAUGH
Head of Law and Governance

11th January, 2013

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At a meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on TUESDAY, 17th SEPTEMBER, 2012 at 5.30p.m.

Present:-

Councillor Ball in the Chair

Councillors Emerson, Errington, Farr, Forbes, E. Gibson, Marshall, McClennan, T. Martin, Mordey, Price and Scanlan

Also Present:-

Paula Hunt	- East VCS Network Representative
Matthew Jackson	- Governance Services Officer, Sunderland City Council
Pam Lee	- Public Health Consultant, Sunderland PCT
Jen McKevitt	- VCS Network Representative
Vivienne Metcalfe	- Area Community Coordinator, Sunderland City Council
Keith Moore	- Area Lead Executive and Executive Director of Children's Services, Sunderland City Council
Helen Peverley	- Area Response Manager, Sunderland City Council
Nicky Rowland	- Area Response Manager, Sunderland City Council
James Third	- Community Relations Officer, Nexus
Nicol Trueman	- Area Officer, Sunderland City Council
Jeremy Wicking	- Media Officer, Sunderland City Council

Chairman's Welcome

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for Absence were received on behalf of Councillors Kay, Maddison and Wood along with Hazel Clark and Charlotte Burnham.

Declarations of Interest

People Board Progress Update

Councillor Errington made an open declaration that a family member was employed by the Primary Care Trust.

Minutes of the Last Meeting of the Committee held on 26th June, 2012

1. RESOLVED that the minutes of the previous meeting held on 26th June, 2012 be confirmed and signed as a correct record subject to the inclusion of Jen McKevitt, Helen Peverley and Nicky Rowland in the attendances.

Place Board Progress Report

The Chief Executive submitted a report (copy circulated) which provided an update on the progress against the Place Board's Work Plan for 2012/13.

(For copy report – see original minutes)

Councillor Scanlan presented the report as Chair of the Place Board. She advised that this was a new board and that so far it had been working very well. There had been a lot of work done around Responsive Local Services and the Walk and Talk sessions which had identified a number of problems including graffiti, fly tipping and dog fouling.

Dog control orders would be discussed at the next meeting of the board; these could be used to ensure that dogs were kept on leads or were not allowed into certain areas such as cemeteries.

There was a problem with waste being dumped, particularly in Millfield and Hendon, partly due to the number of privately rented houses and student accommodation and other transient tenants. 80 percent of fly tipping in the area was household waste being dumped in back lanes and there were peaks at the start and end of the academic year; September and June; when students were moving in and out. The Area Response Managers would be investigating potential interventions to tackle the problem.

The programme for the Walk and Talk sessions was included in the report. The sessions in Millfield had been very successful and residents had attended to raise issues.

An enhanced Marketing Plan had been proposed for the Walk and Talk sessions which would include the Council's Communications Team producing draft publicity materials and a programme of sessions taking place between September 2012 and March 2013 which would be promoted through a number of channels including the PACT meetings held by Northumbria Police; social landlords Residents Associations and the VCS Network e-bulletin service.

Councillor Mordey stated that the new board seemed to be working very well. He queried whether the schools in the area had been contacted to see whether the young people could take part in the Walk and Talk sessions.

Keith Moore, Area Lead Executive, stated that this sounded like a good idea; he added that it would be good if both primary and secondary schools could be involved.

Councillor E. Gibson stated that the Doxford PACT meetings already involved young people from the local schools. The young people would bring photos showing problem areas and at the next meeting it would be checked to see what improvements had been made. It was good that the young people were involved.

Councillor T. Martin queried whether there would be any safety implications. Councillor E. Gibson advised that there were normally only 3 or 4 young people attended and that there would be school staff with them. They normally stayed within Doxford Park Estate as this was the area the young people knew. Mr Moore added that the school would have carried out assessments to ensure that the young people would be safe.

2. RESOLVED that the report be noted and progress updates be received based on the timetable outlined in annex 1.

People Board Progress Report

The Chief Executive submitted a report (copy circulated) which updated Members on the progress against the People Board work plan for 2012/13.

(For copy report – see original minutes)

Councillor Emerson, Chair of the People Board, presented the report and advised that reducing male mortality rates in the area was a priority for the board, this was detailed at paragraph 3 of the report and there was funding of £31,413 from the Healthy City Investment Fund available to support this priority.

It had been agreed that Youth Services would attend the board meetings to discuss the provision of youth services in the area.

There would be work done around encouraging schools to open up their facilities to the wider community and this was detailed in paragraph 4 of the report. It was recognised that some schools did already open their facilities for wider community use.

Nicol Trueman, Area Officer, advised that the work around opening school facilities was progressing quickly; it was intended that information would be presented to the November meeting of the board. Schools in the area would be contacted to find out what facilities they had and whether they were

available for community use. Some schools had facilities open for community use however others did not due to various concerns. She had also been in contact with Paul Power with regard to the Scrutiny review into the lasting legacy of the Olympics.

Councillor T. Martin stated that the Multi Use Games Areas at Hudson Road Primary and Grangetown Primary Schools were very well used. Sport England had stated that there was a shortage of 2 playing fields within the area; Southmoor School had received land including a cricket pitch from Belford House which was supposed to remain in public use however this had been closed off to prevent public access. He also referred to the playing field at Valley Road Primary school which had previously been available for public use.

Paula Hunt stated that Valley Road Primary School playing field had been raised at the last VCS meeting. Back on the Map had met with the school and the voluntary sector was looking to take ownership of the land. Councillor Mordey added that this was an ongoing issue; when the playing field had been open to the public there had been undesirables using it and drug paraphernalia and broken glass had been found on the playing field.

Councillor Errington stated that he used to play cricket at Belford House. If this pitch was brought back into use it would be welcomed by the cricket clubs in the area. He also referred to the playing field at Grangetown Primary which had been taken out of use during works at the school.

Councillor Mordey advised that the playing field was now open. Vivienne Metcalfe added that since the works at the school the playing field was not big enough to be used as a football pitch; Sport England was looking into the possibility of them managing the site. Jen McKevitt added that there were discussions around opening the site of Amberley and Harrogate Streets as an informal play area for children.

Councillor Mordey stated that as lead Member for City Services he would be looking into the refresh of the play strategy. He would be seeking input from the people boards.

Mr Moore advised that there was a new headteacher at Valley Road Primary School so it was possible that the situation relating to opening up of facilities could change. Southmoor had recently become an academy and it would be useful to speak to the headteacher to try and negotiate public access to facilities. There was work being done around the new youth commissioning contracts; the People Boards would be consulted to get Members views on the contract specification.

3. RESOLVED that the report be noted and progress reports be received in accordance with the timetable outlined in Annex 1.

Community Chest, Strategic Initiatives Budget (SIB) and Healthy City Investment Fund (HCIF) – Financial Statement and Proposals for Further Allocation of Resources

The Chief Executive submitted a report (copy circulated) which requested Members to give consideration to proposals for the allocation of Strategic Initiative Budget (SIB) funding and Healthy City Investment Fund (HCIF) to support initiatives that would benefit the area.

(For copy report – see original minutes)

Nicol Trueman, Area Officer, presented the report and advised that the Committee had been awarded £31,413 for the Healthy City Investment Fund to address the lifestyle causes of cancer in men. A workshop had been held with the VCS network in July and a consortium of organisations had been formed as detailed in paragraph 3.3 of the report. Evolve would be leading the project and match funding totalling £65,697 had been found.

Councillor Price queried how the organisations were planning to attract people to the projects. Ms Trueman advised that the groups were already established within the East Area and as such they already had an understanding of the barriers and how to overcome them. There were co-ordination meetings to ensure that the knowledge from the organisations was used as effectively as possible.

Councillor Mordey endorsed the consortium approach. It was good to see this project coming to fruition and it was especially pleasing that the SIB was being used to top-up a substantial amount of match funding rather than being the first port of call for funding. He queried how the football would be monitored to ensure that the participants were taking part in the health awareness programme as well as the football sessions. Ms Trueman advised that the healthy living advice would be given at the same time as the football took place. If there was the desire from participants to continue the football programme after the project had finished then Sport England would be happy to continue the delivery.

Ms Trueman then moved on to draw Members attention to the financial statement for the Community Chest and also to the application to change a previously approved SIB application. This change had come about as the target for element 1 of the project had not been met and the change to the project would allow for the target to be met. These changes would allow those in receipt of benefits but not yet enrolled on a mandatory DWP/JCP programme to receive assistance and full details of the change were detailed within the application form which was at Annex 3 to the report.

In response to questions from Councillor Errington Ms Trueman advised that the problems had been raised with her in July and it had been identified that if the application was changed to include people receiving benefits then the targets would be met. The project covered all of the wards within the area. Paula Hunt added that there was outreach provision within each ward.

Ms Trueman then drew Members attention to the request from the Place Board that £30,000; £6,000 for each ward; of SIB be ring fenced for the Walk and Talk programme. Any decisions to spend the ring fenced funding would need to be made by the Committee either at the next meeting following the application being submitted or by using the emergency protocol for urgent proposals.

Should Members agree to align £30,000 to the Walk and Talk priority there would be £255,522 of SIB remaining.

4. RESOLVED that:-
 - a. The financial statement for Community Chest for 2012/13 be noted
 - b. The application for HCIF funding from Evolve be approved
 - c. The request to change the previously approved 'Employment Support for People not in Receipt of Benefits' project be approved
 - d. £30,000 of SIB funding be aligned to the Walk and Talk Programme priority.

The Chairman thanked everyone for their attendance and closed the Meeting.

(Signed) E. BALL,
Chairman.

At an extraordinary meeting of the EAST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY, 17th OCTOBER, 2012 at 2:00p.m.

Present:-

Councillor Ball in the Chair

Councillors Emerson, E. Gibson, Kay, Marshall, McClennan, T. Martin, Mordey, Price, Scanlan and Wood

Also Present:-

Charlotte Burnham	- Head of Scrutiny and Area Arrangements, Sunderland City Council
Hazel Clark	- East VCS Network Representative
Nonnie Crawford	- Director of Public Health, Sunderland TPCT
Joe Cummings	- Station Manager, Tyne and Wear Fire and Rescue Service
Alan Duffy	- Head of Operations, Gentoo
Billy Hall	- Commissioning and Inspection Officer, Sunderland City Council
Mick Hall	- Northumbria Police
Tracey Hassan	- Commissioning Lead, Sunderland City Council
Paula Hunt	- East VCS Network Representative
Matthew Jackson	- Governance Services Officer, Sunderland City Council
Keith Moore	- Area Lead Executive and Executive Director of Children's Services, Sunderland City Council
Jamie Southwell	- Northumbria Police
Nicol Trueman	- Area Officer, Sunderland City Council

Chairman's Welcome

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for Absence were received on behalf of Councillors Errington, Farr, Forbes and Maddison along with Bill Hodgson and Jen McKevitt

Declarations of Interest

Councillor Marshall declared that she was a member of the Management Committee of the Box Youth Project.

Councillors Kay and Scanlan declared that they were members of the Management Committee of St Mark's CA

Councillor T. Martin declared that he was a Council appointed member of Hendon Young Peoples Project.

Review of Provision of Activities of Youth Services for Young People

Tracey Hassan introduced the presentation which provided the committee with the recommendations from the Place Board on the commissioning of youth services in the area. Consultation would be undertaken between June and September 2012 to seek views on youth provision and activities for young people in the city. The Area Committee's and their People Boards had been consulted on the provision within their area of the city. The People Boards had been asked a set of three questions and the draft service outcomes and draft service specifications had been given consideration by the board. A set of recommendations for the Area Committee had been developed and approval of these recommendations was being sought at this extraordinary meeting.

Billy Hall advised that youth provision had traditionally been targeted at 13-19 year olds and it was desirable for there to be an educational element such as key skills, citizenship or health education being provided on an informal, voluntary basis. Ms Hassan added that the provision would be extended to 11-19 and that there was provision for 8 – 10 year olds which was currently one session per week.

Councillor Emerson, Chair of the People Board, drew the Committees attention to the recommendations of the people board which had been developed following consideration of the following questions:-

1. Are there any additional outcomes to add to the draft outcomes framework?
2. Are there any specific needs within the area which have not been addressed in the draft Service Specification?
3. Are there any questions Members would wish to have included as part of the evaluation criteria to support the award of the youth contract?

The board had recommended that the following additional outcomes be added to the draft outcomes framework:-

- Young people to take part in physical wellbeing activities and teambuilding
- Work to get more young people into education, training or (paid or unpaid) employment
- Demonstration of an understanding of racism issues and the respect agenda
- Understanding domestic violence issues
- Young people to demonstrate a commitment to active citizenship

- Provide young people with an understanding of the progression routes into further education and what financial support was available

For question 2 the board had recommended that the following specific requirements of the area be included in the draft service specification:-

- There needed to be a minimum of 2 generic and 1 flexible session per week for a minimum of 48 weeks per year.
- Work should be done in partnership with uniformed groups, faith based provision, community centres and health based projects.
- Services should be provided in line with the outcomes framework specifically around the identified issues of active citizenship, racism awareness, domestic violence awareness and smoking cessation.
- Nominal charging for youth sessions to provide additional funding for the project could be introduced.
- The minimum requirements for staff qualifications needed to be agreed and the possibility of using seconded youth workers was to be looked into.

There were currently three sessions provided per ward per week and it was proposed to build in more flexibility to enable the provision to change to meet the changing needs of the area, for example by providing provision on a weekend.

The board had felt that there was a need for there to be work done across ward boundaries as young people who lived on the edge of a ward would often use facilities in the neighbouring ward.

It was also important to look at the reasons why young people were not interested in taking part in the activities and to find ways of engaging with them. Improving young people's knowledge of the provision within the area would help this as some young people do not take part simply because they do not know what provision exists within their area. Electronic sources of information such as Facebook or Twitter could be used for informing young people of activities.

Councillor T. Martin referred to the suggestion that charging could be introduced; he felt that youth workers would need to be able to exercise discretion as some young people would not be able to afford even a small nominal charge.

Billy Hall advised that generally some providers charged while some did not; youth workers had discretion over whether to charge individuals and if a young person could not afford to pay they would not be turned away.

Keith Moore referred to the forthcoming welfare reform proposals; it would be a major issue if the most vulnerable and needy young people were unable to access provision due to charging being imposed. Even if the charge was discretionary and able to be waived it was possible that young people who were unable to pay would be put off attending if there was a charge in place.

Councillor Mordey suggested that in addition to racism awareness there should also be disability discrimination and homophobia awareness.

Councillor Kay stated that it was important to work with vulnerable young people to tackle the reasons for their vulnerability as otherwise they would remain vulnerable into adult life. A small charge could be beneficial as people often perceived that the provision had a greater value if there was a charge in place. It was pleasing to see how much detail there was in the specifications. Within the area, especially in Millfield and Hendon, there was a link between Active Citizenship and Racism awareness which created an additional challenge for youth providers.

Mr Moore advised that at this stage there was no monetary value attached to the proposals. There had been regular changes to the funding provided by the government and it was likely that there would be changes to the localism funding. More was expected from the voluntary providers and there would be targeted provision through the XL project. There was a need to try to offer the right provision for all young people throughout the area.

Paula Hunt stated that a directory of the provision available in the area would be very welcome. There was a lack of emphasis on team sports for girls which had a detrimental effect on physical wellbeing. She felt that there needed to be mental health support provided including support and advice relating to substance misuse.

Ms Hassan stated that there was a directory being produced which listed all of the groups in the area which provided youth provision and this directory would be made available so that organisations could direct people to the available provision.

Councillor T. Martin asked how health and mental health issues would be addressed. Ms Hassan advised that when identifying new contractors health would be a key criteria. There would be information provided to those assessing the providers to identify what they would be doing in relation to improving health.

Councillor Kay suggested that the 8-10 provision could be delivered in partnership with groups operating in schools. Ms Hassan advised that there were plans to extend the level of provision for 8-10 year olds.

Councillor Kay then queried whether the monetary value of the project would be brought back to the Committee to be agreed. The Chairman advised that the Cabinet would be making the decision on how much funding would be assigned to the project. Mr Moore added that the funding would come from the Council's overall budget and that if there was to be a significant reduction in the amount of funding available then the Committee's views on what to do would be sought.

Councillor Wood queried whether each area would receive the same budget. Mr Moore stated that he believed this was the case and Ms Hassan agreed to find out and report back.

Councillor Mordey asked that when the amount of funding for the area had been approved that the decision for what to spend the funds on be delegated to the Area Committee so that Members would be able to spend the funds on provision which they felt would benefit the area most.

Councillor Emerson then put the People Board's recommendations to the committee and it was:-

1. RESOLVED that:-
 - a. The Draft Service Specification be amended to include the following additional outcomes:
 - Young People to take part in physical wellbeing activities and teambuilding
 - More young people in education; training; or paid or unpaid employment
 - Including demonstration of an understanding of racism issues and respect agenda
 - Including an understanding of domestic violence issues
 - Young people to demonstrate their commitment to active citizenship
 - Young people to be given an understanding of the progression routes into further education and what financial support is available
 - Provide an understanding of the 12 employability skills.
 - b. The following specific requirements of the area to be included in the Draft Service Specification for both 8-10 and 11-19 year olds provision:
 - A minimum of 2 generic/1 flexible session to be delivered each week for a minimum of 48 weeks per year
 - Partnership working with uniformed groups, faith based provision, community centres and health based projects to be considered
 - Services to be provided in line with the Outcomes Framework specifically around the issues of Active Citizenship, Racism Awareness, Domestic Violence Awareness and Smoking Cessation.
 - Consideration be given to the introduction of nominal charges for youth sessions which would be used as additional funding for the project.
 - Minimum staff qualifications to be agreed and the possibility of using staff seconded from other projects to be examined
 - Promotion and marketing of the service

The Chairman thanked everyone for their attendance and closed the Meeting.

(Signed) E. BALL,
Chairman.

21st January 2013**REPORT OF THE CHAIR OF THE PLACE BOARD****Place Board Progress Report****1. Purpose of Report**

- 1.1 The report provides an update of progress against the Place Board's Work Plan for 2012/13.

2. Background

- 2.1 Earlier this year the Local Area Plan's priorities associated with Place were referred to the East Sunderland Area Place Board to action on behalf of the Area Committee. The Place Board has started to initiate action on those priorities and **Annex 1** outlines progress to date.

3. Key Areas of Influence/Achievements up to 31 December 2012

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the East Sunderland Area Place Board up to 31 December 2012.

Action Taken	Outcome
Responsive Local Services Streetscene	
Litter and debris caught up in shrubbery along railway line in Millfield	
The Place Board requested that contact was made with the land owners.	<ul style="list-style-type: none"> The land owners, Network Rail agreed to cut back shrubbery and remove litter, costing £15,000. Network Rail agreed to include the land as part of the quarterly maintenance programme to ensure the area is cleaned and shrubs are kept in order.
Nuisance car parking caused by car dealers	
Meeting to be held with key Officers and local Councillors to discuss further, following an increase in complaints from local residents.	<ul style="list-style-type: none"> Referred to Portfolio Holder and the Leader of the Council. A city wide procedure has been written by Legal Services which outlines educational and enforcement powers the Council can deliver against car dealers who nuisance park. The procedure will be rolled out across the City from January 2013.
Unattractive plantation at a Durham Road roundabout	
To improve the site, as it is a key entrance point into the City Centre, after Members raised concerns about the appearance of it.	<ul style="list-style-type: none"> Plants and flowers will be removed from Mowbray Park and used on the Durham Road site to add colour, structure and enhance the 'cared for' feeling within the City Centre.

Local Businesses - Voluntary Code of Practice	
Encourage businesses to keep the front of their property clean and tidy.	<ul style="list-style-type: none"> • A 'Voluntary Code of Practice' will be written, adopting the branding of the City Centre campaign 'Love Sunderland'. • Businesses will be made aware of the voluntary code and supported to sign up to the campaign to assist in keeping the neighbourhood clean and tidy.
Area Priority: Walk and Talk Programme	
To delivery the Walk and Talk Programme	<ul style="list-style-type: none"> • The Place Board representatives and fellow ward colleagues have delivered 11 of the 17 agreed walk and talk sessions throughout September and November 2012. • Over 100 people have participated. • The sessions have succeeded in bringing together a multitude of local residents and officials from Gentoo, Northumbria Police, Hudson Road Primary School, Ryhope Infants School and East Sunderland VCS Area representatives. • In total, over 130 issues have been identified to improve the appearance of the neighbourhoods and referred to the relevant departments or partners to action. • Several projects have been delivered by using the SIB budget. • East Sunderland VCS Area Network are leading and delivering various projects on behalf of the Area Committee.
Area Priority: Gateway Programme	
To improve the visual appearance and reputation of the main roads leading into the City Centre.	<ul style="list-style-type: none"> • Councillors conducted site visits to identify the main roads leading into the City Centre, within their wards, and put forward suggestions to improve the appearance. • Based on information received from Councillors, Groundworks North East produced a discussion paper. • The discussion paper was consulted upon with Place Board Councillors, the Head of Streetscene and Land and Property and specialist staff. • The Place Board are proposing to Area Committee that SIB is aligned to deliver the project proposal, outlined in Item 4, Annex 1.

5. Recommendation

Committee are requested to:-

- (a) Note the report, and the Place Board's timetable for activity for the year ahead (Annex 1).

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Annex 1

East Sunderland Area Place Board Work Plan 2012/13

PLACE

Starting Balance as at June 2012 £51,585

Allocated £12,192

Balance £39,393

Budget: £30,000 2012/13 (in principle) £21,585 rolled over 11/12

OUTCOME	ROLE FOR AREA COMMITTEES	ACTIONS	Place Board to Consider	LEAD AGENT	PROGRESS REPORT	Area Committee Update Due	RAG
1 Corporate: An attractive modern city where people choose to invest, live, work and spend leisure time. Area: A vibrant East Sunderland: Promote high quality built and natural environments.	Strategic Influencing Role	1. To investigate the feasibility of introducing a selective licensing scheme in Millfield and receive an update on the selective licensing scheme in Hendon	11-Sep-12	Alan Caddick, HHAS	Sep 12: A Caddick agreed to host regular briefing updates with Millfield Cllrs. COMPLETED		G
		2. Local Development Framework workshop to be delivered to all elected members, providing an opportunity to influence use of land in the area e.g. residential housing, cycle routes, transport, etc	tbc	Lee Cranston, OCE	Jan 13: Organising workshops in Jan/Feb 13 for elected members before proposal are submitted to Cabinet in March 2013. ONGOING	21-Jan-13	A
		3. Receive appropriate reports of progress plans, policy and strategy relating to Place.	22-Oct-12	Cheryl Jones, OCE	Oct 12: Report presented on the Business Improvement District. Agreed to present a further report at meeting in Feb 13. ONGOING	Rolling programme	G
	Local Action	4. Consider better usage of council assets no longer used or not needed for operational purposes. Consider additional support required to enable community groups to manage public services, facilities and assets.	20-Nov-12	Nicol Trueman, OCE	Sep 12: Current policies exist to dispose of assets to both the private and VCS sector groups. Interested parties should first approach the Council if interested in bringing back assets into use. NB: NE Sports working with the Council re: securing funding to bring back Belford House playing fields into use. ONGOING	21-Jan-13	G
	Local Action Key Priority: Support the installation of the Coastal Path along Ryhope and Hendon	5i. River corridor: site visit identified potential to deliver an artistic project at Panns Bank to promote the City/University.	11-Feb-13	Nicol Trueman, OCE	Aug 12: NT spoke to Conservation and Structural Control. No response from Planning, numerous requests submitted. NT referred to AP, awaiting feedback. DELAYED	22-Apr-13	A
		5ii. River Wear Trail boards renewal programme - proposals delayed for boards to be replaced.	11-Feb-13	Tim Ducker, City Services	Jul 12: Estimates are being produced for work to be carried out. T Ducker to keep working group up to date with developments. ONGOING.	22-Apr-13	A
		5iii. Explore better than basic signage along the coastal route.	11-Feb-13	Julie Heathcote, OCE	Nov 12: There are a number of current signage/interpretation projects. To ensure consistency a short paper for EMT on the subject of signage (city wide) including the coastal path is being submitted for discussion. ON HOLD	22-Apr-13	A
		5iv. Durham Heritage Partnership have submitted a funding bid to HLF £444,900 and SIB £50,000 to contribute towards physical improvements of the coastal path.	11-Feb-13	Nicol Trueman, OCE	Nov 12: Decision pending on match funding from Heritage Lottery Fund. Awaiting confirmation from the Lead Agent that the Church Commissioners, as landowners, are in support of project and who will take on responsibility of future maintenance of the access points and footpath once installed. ONGOING	22-Apr-13	A
		5v. To consider installing a viewing point along High Street East.	22-Oct-12	Nicky Rowland, City Services	Nov 12: Place Board agreed to commit £3.5k from Hendon budget to transform neglected land into viewing point. ONGOING	22-Apr-13	A

2	Corporate: A responsible well looked after city that is adaptable to change. Area: Desirable neighbourhoods in East Sunderland: Ensure neighbourhoods are environmentally sustainable and have the right mixed of facilities and services that meet the needs of local people. A strong sense of community.	Strategic Influencing Role	6. To influence the design, delivery and review of RLS Streetscene Services including graffiti removal, fly tipping, litter, dog fouling, grass cutting, refuse collection, recycling, with the addition of parks, repairs and play inspections.	Standard item	Helen Peverley and Nicky Rowland	The first part of each Place Board meeting will be dedicated to discussing streetscene service. Members have a strategic influencing role regarding the design, deliver and review of RLS. ONGOING	Standard Item	G
			7. Report to be presented on lessons learned from Coalfields and North Sunderland Area Committees, on the work they have achieved and delivered in relation to allotments. Consider actions for the Place Board.	22-Oct-12	Nicol Trueman, OCE	Oct 12: NT presented a report on allotments and community gardens. On hold until Area Committee are consulted upon the forthcoming Allotment Plan. ON HOLD	Not known	G
			8. Receive appropriate reports of progress plans, policy and strategy relating to Place.	tbc	Charlotte Burnham, OCE	Dec 12: Meeting organised in Jan. with Taylor. CB to update future Place Board. ONGOING.	Rolling programme	A
		Local Action Key Priority: Walk and Talk Programme	9i. Elected members agreed that routes would be designed based on customer insight information received at Place Board meetings. Area Officer to contact Cllrs to arrange dates of programme. Agreed three wards walks per year, plus two around the City Centre. Total number of walk and talk sessions 17	22-Oct-12	Nicol Trueman, OCE	Aug 12: Programme agreed. COMPLETED	21-Jan-13	G
			9ii. Information to be publicised across the East, via VCS Area Network, Community News and Press Releases.	22-Oct-12	Nicol Trueman, OCE	Programme promoted. Gentoo and Police agreed to attend. Events appear in 'Down your Way' in Echo. Poster circulated to all known groups/schools in ward. ONGOING	Rolling programme	G
			9iii. Actions to be log and agreed at the end of each walk. Lead elected member responsible for feeding back into the next Place Board. Log sheet to be updated and available via sharepoint for Place Board to monitor. Support will be provided to members by Scrutiny and Area Arrangements.	22-Oct-12	Elected member and Nicol Trueman, OCE	Dec 12: Wave one and two delivered, action lists shared with Cllrs and VCS Area Network. Progress reports shown on sharepoint. Place Board to monitor progress and agree future routes. Wave three: Hendon 6 Feb at 2pm, Ryhope 25 Feb at 1pm, Millfield 8 Mar at 2pm, St Michaels 11 Mar at 1pm, City Centre 20 Mar 2pm and Doxford 28 Mar at 10am. ONGOING	Rolling programme	A
			9iv. To identify projects for allocation of SIB and seek endorsement from Area Committee.	ongoing	Place Board	Nov 12: Works approved from year one budget - no SIB requests to make against year two. ONGOING	Rolling programme	G
			10. Improve visual appearance and reputation of main roads leading into the City Centre.	22-Oct-12	Nicol Trueman, OCE	Nov 12: Place Board visited all proposed sites 5 Dec. Joint working group held on 13 Dec. Further discussed held at Place Board on the 16 Jan. To discuss under financial report at Jan 13 Area Committee.	21-Jan-13	G
3	Corporate: A well connected City. Area: A well connected East Sunderland: Continue to promote accessibility across East Sunderland and ensure transport networks meet local needs.	Strategic Influencing Role	11. Area Committee to be consulted on Quality Controlled Contracts.	-	James Third, Nexus	Nov 12: Discussions are ongoing at the ITA re: QCS. Under a QCS scheme, implementation would not be until at least 2015, under voluntary partnership implementation will be much sooner. ONGOING	Not known	G
			12. Area Committee to receive an update on the future plans for the Port of Sunderland and consider any added value or actions to be delivered via Place Board	TBC	Charlotte Burnham, OCE	Dec 12: Meeting organised in Jan. with Hunt. CB to update future Place Board. ONGOING.	tbc	A

		Local Action	13. Investigate current broadband connections across the area, looking at residential and commercial premises and report back to Place Board.	tbc	Charlotte Burnham, OCE	Dec 12: Meeting organised in Jan. with Downey. CB to update future Place Board. ONGOING.	tbc	A
4	Corporate: A city where cultural identity and vibrancy act as an attraction. Area: Continue to support events which celebrates heritage and culture.	Strategic Influencing Role	14. Influencing role with City Services to determine future strategy for managing local events and celebrations.	20-Nov-12	Charlotte Burnham, OCE	Jan 13: Report presented to Cabinet in Jan 13 to establish Sunderland Events Management Company from April 2013. ON HOLD.	21-Jan-13	A
		Local Action	15. Continue to monitor and receive information relating to celebrations, events and activities and any new issues being raised throughout 2012-13.	20-Nov-12	Charlotte Burnham, OCE	Nov 12: H Peverley provided members with an update on the City Centre programme of events. ONGOING	21-Jan-13	G
	G	Progressing on target						
	A	Progressing but behind schedule (with plans in place to action)						
	R	Not progressing						

21st January 2013

REPORT OF THE CHAIR OF THE PEOPLE BOARD

People Board Progress Report

1. Purpose of Report

- 1.1 The report provides an update of progress against the People Board's Work Plan for 2012/13.

2. Background

- 2.1 Earlier this year the Local Area Plan's priorities associated with People were referred to the East Sunderland Area People Board to action on behalf of the Area Committee. The People Board has started to initiate action on those priorities and **Annex 1** outlines progress to date.
- 2.2 In addition to supporting the delivery of those priorities the People Board also has a key role in supporting the Area Committee in influencing the delivery, design and review of people based services delivered at an area level. Those services are beginning to be determined and currently include the following Early Intervention Locality Services :-

Children's Centres and Childcare	Pre-birth onwards, group, individual support, health, learning, family support and supporting parents into work
Connexions	Targeted and vulnerable, NEET
Educational Psychology	Support to schools and children with special educational needs
Youth Development	XL and mobile services, contracted services, partnership working between local providers
Attendance	Support to schools and enforcement
Risk and Resilience	Substance misuse, sexual health and prevention of offending
Common Assessment Framework (CAF)	Management of the process for assessing needs and determining an appropriate response

To Influence the commissioning of services delivered through contracted arrangements.

3. Key Areas of Influence/Achievements up to 31 December 2012

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the East Sunderland Area People Board up to 31 December 2012.

Early Intervention Locality Services	
Action Taken	Outcome
Review of youth contracts.	<ul style="list-style-type: none"> Based on the People Board's recommendation, Area Committee shaped how services for children and young people aged between 8-19 years old will be delivered, in terms of how, when and where post April 2013. Reviewed the evaluation criteria, adding points which are unique to the area, to ensure that successful contractors deliver services that are tailored to meet the area needs. People Board representatives will continue to be informed and involved throughout the procurement process, as it forms part of the core services referred to in Section 2.
Area Priority: Tackling Crime	
To tackle crime.	<ul style="list-style-type: none"> Operation X, £40,000 SIB awarded in July 2011, has continued to deliver successful operations across the area. Total crime in the Central area (Millfield, St Michaels and City Centre) is showing a reduction of 24%, which means 644 fewer crimes. Total crime in the East (Hendon, Ryhope and Doxford) is showing a reduction of 24%, which means 270 less crimes. Tyne and Wear Fire and Rescue reported that for the East Sunderland area between Apr-Nov: the number of deliberate secondary fires has seen a reduction of 36%, which means 120 fewer fire; primary fires started deliberately has increased by 23%, which means an increase of 5 fires, and deliberate primary road vehicles has seen a 4% reduction, which means 9 fewer fires. It was agreed that the People Board would receive regular updates from partners in relation to crime in the area.
Area Priority: Opening up school facilities to the wider community	
Encourage school to open up their facilities to the wider community, ensuring that neighbourhoods have the right mix of facilities.	<ul style="list-style-type: none"> East People Board wanted to understand 'the right mix of facilities in the community', the Board wanted to be aware of what facilities and services we currently have. A mapping exercise with sports clubs and community groups was completed by City and Children Services as part of a Scrutiny Review (early 2012) and information was gathered by Planning which indicated community deficiencies from the Greenspace Report. Community deficiencies included fixed play provision. The People Board are seeking Area Committee's consideration and agreement to refer the identified potential play sites and solutions, shown in Annex 2, to the Cabinet Policy Lead for the Play and Urban Games Strategy, requesting that they consider each site for inclusion as part of the next Play Review. Many area councillors are governors at the schools within the wards. The People Board are seeking Area Committee's consideration and agreement that councillors, in their role as local authority governors, share information with the school's governing bodies that will:- <ul style="list-style-type: none"> contribute towards delivering Area Committee's work

	<ul style="list-style-type: none"> plan, ○ raise awareness of Early Intervention and Locality Services, and ○ support the linkage between Area Committee and schools within East Sunderland. ● To allow a more in depth appreciation of what is required to move forward it was proposed to contact each school and complete a questionnaire – this will be part of a city wide initiative - which will be used to strengthen the information received from the mapping exercise.
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4. Recommendations

4.1 That the Area Committee is requested to:-

- (a) Receive the report and note the People Board's timetable of activity 2012/13 (Annex 1 refers);
- (b) As part of the 'Opening up school facilities to the wider community' Area Priority:
 - (i) Agree to refer the identified play sites and solutions to the Cabinet Policy Lead (Annex 2 refers) for consideration and inclusion as part of the next review of the Play and Urban Games Strategy; and
 - (ii) Agree area based local authority governors support the linkage between the Area Committee and schools within East Sunderland through sharing relevant information with the school's governing bodies that contribute to delivering the East People Board's Work Plan.

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Annex 1 East Sunderland Area Place Board Work Plan 2012/13
Annex 2 Potential Play Sites and Solutions

OUTCOME	ROLE FOR AREA COMMITTEES	ACTIONS	People Board to Consider	LEAD AGENT	PROGRESS REPORT	Area Committee Update Due	RAG
1 Corporate: A City where everyone is as healthy as they can be and enjoys a good standard of well being. Area: A healthy East Sunderland: Contribute to ensuring East Sunderland has healthy outcomes and lifestyles.	Strategic Influencing Role: Health inequalities: Improve awareness and communication.	1. Assist schools to raise awareness to parents around recognising the symptoms of drugs or alcohol use and promote current services available to families and users.	05-Dec-12	Nicol Trueman, OCE	Dec 12: Healthy Survey Results 2012 to be compared to 2010 results and shared with group. Discuss demand and need to raise awareness via parents with Children Centres.	21-Jan-13	G
		2. Encourage a more targeted approach in promoting healthy lifestyle choices with Black Minority Ethnic (BME) families.	05-Dec-12	East VCS Area Network and Evolve Consortia	Oct 12: Element of HCIF project targets BME community. Action is picked up as part of HCIF project. Ends Sep 13. ONGOING	22-Apr-13	G
		3. Reduce the stigma of mental illness (emotional health and wellbeing) by helping people live with daily life by recognising coping mechanisms- asking are they good for themselves/families - is there healthier alternative coping mechanisms.	05-Dec-12	East VCS Area Network and Evolve Consortia	Oct 12: Element of HCIF project delivers support and courses to people with mental illness - mind your mind, motivation courses and coping with life courses. Ends Sep 13. ONGOING	22-Apr-13	G
	Local Action Key Priority: Reducing cancer	4. Commission projects through the Healthy City Investment Fund to address the main lifestyle causes of cancer: tobacco, alcohol and obesity by promoting awareness of the early signs and symptoms	26-Jul-12	Nicol Trueman, OCE	Oct 12: NT held induction meeting with consortia. Issue with outputs, reduced from 1500 to approx. 780. NT to discuss with People Board. POINT OF INTEREST	17-Sep-12	A
		5. Enhance relationships between Health and Wellbeing Board and Area Committee, via People Board.	05-Dec-12	Neil Revely, HHAS	Dec 12: Consultation on the Health and Wellbeing Strategy will be discussed Area Committee in Jan 13.	21-Jan-13	G
2 Corporate: A City with high levels of skills, educational attainment and participation. Area: Active and educated East Sunderland: Continue to improve lifelong learning, volunteering and participation opportunities.	Strategic Influencing Role	6. Receive appropriate reports of progress plans, policy and strategy relating to People.	Rolling programme.	Charlotte Burnham, OCE	Dec 12: Meeting organised in Jan 13 with V Taylor. CB to update at future People Board. ONGOING	Rolling programme.	A
		7i. Area Committee to receive a report on NEETs and consider what added value or actions can be address via People Board.	28-Nov-12	Andrew Carton, Children Services	Dec 12: F Gething presented report. Agreed (short-term) introduce an apprenticeship scheme (long-term) CB speaks to KM regarding corporate approach on apprenticeship schemes. Update Jan 13.	21-Jan-13	G
		7ii. People Board to receive a report on Family Focus	17-Oct-12	Andrew Carton, Children Services	Oct 12: A Carton happy to provide members with an update. Need to agreed when. ONGOING	21-Jan-13	A
	Local Action	8. Monitor five commissioned projects funded until June 2013 delivering junior youth clubs and activities during school holidays.	28-Feb-12	Nicol Trueman, OCE	Oct 12: QMR received for Q2 all projects delivering inline with projected outputs. No concerns. Ends Jun 13. ONGOING	22-Apr-13	G

		9. Monitor two commissioned projects funded until December 2012, which are encouraging people into employment and enterprise and improving access to welfare advice.	28-Feb-12	Nicol Trueman, OCE	Oct 12: QMR received for Q2. Both projects working well and inline with projected outputs. No concerns. Ends Mar 13. ONGOING	22-Apr-13	G
		10. Encourage more young people to progress into college and university. Promoting progression routes, services and financial support available. Making education a viable option for young people and families in the area.	28-Nov-12	NEET Improvement Board: Andrew Carton, Children Services	Sep 12: NEET Improvement Board has developed a Task Group to produce an action plan which complements the Governments Raising the Participation Age in Education to 18 strategy, which will deliver this action. AC to provide progress reports as and when. ONGOING	22-Apr-13	G
	Local Action Key Priority: Encourage schools to open up their facilities to the wider community.	11i. Identify public and private schools within East Sunderland and conduct a survey with them to identify: timetable of community activities delivered, what facilities can be accessed/hired by the community, waiting list, community need, etc.	28-Nov-12	Nicol Trueman, OCE	Oct 12: Letter/questionnaire on hold. NT has collated information, ready to present to Board Nov 12. Rolled over for discussion at Dec 12. Update in main report. Jan 13.	21-Jan-13	G
		11ii. To invite at least two Headteachers to attend the People Board to discuss barriers or good practices in opening up the school to the wider community.	28-Nov-12	Nicol Trueman, OCE	Nov 12: NT to identify possible schools. NT to discuss with CB. ONGOING	21-Jan-13	A
		11iii. Consider which neighbourhoods would benefit from access to their local school facilities to identify where need is.	28-Nov-12	Clive Greenwood, OCE	Dec 12: Community deficiencies identified were: Doxford, Millfield, Ryhope and St Michaels wards lacked play provision, All wards had poor access to outdoor sports facilities. Millfield and St Michaels have poor access to allotments. ONGOING	21-Jan-13	G
		11iv. Collect information from joint youth surgeries delivered by Cllrs and Youth Parliament members and share with People Board.	28-Nov-12	Nicol Trueman, OCE	Sep 12: Answers to issues collated from different Officers and shared with Children Services. AA has feedback results to young people involved. COMPLETED.	21-Jan-13	G
3 Corporate: A City which is and feels even safer and more secure. Area: A Safer East	Strategic Influencing Role	12. Area reports presented on key subjects: domestic violence, alcohol and drugs misuse, ASB, hostels in Sunnyside, Fear of Crime - to influence plans, policies and strategies from and to the Safer Sunderland Partnership.	Rolling programme.	Susan Kellie, OCE	NB: Reducing offending, focusing on accomodation and domestic violence is a Scrutiny Policy Review Topic. ONGOING	Rolling programme.	G

Sunderland: Continue to ensure key partnerships and collaboration maintains the good results achieved.	Local Action Key Priority: Reducing crime	13. To continue with the work of the Crime Working Group and LMAPs ensuring local issues and problems are addressed.	24-Sep-12	Susan Kellie, OCE, Police and Fire Services	Dec 12: SIB funded Operation Engine, where ASB was targeted in the Sunnyside area and Mowbray Park. This involved alcohol seizures, stop searches and the issuing of direction to leave notices to persons involved in disorder. The East team have targeted around Tunstall Hills and Ryhope areas to deal with youth disorder, as well as, targeting burglaries to commercial premises around Leechmere Industrial Estate. Operation Energy was put in place for burglary to sheds and garages around the Grangetown area, this involved overnight patrols. It was successful in stopping the offences completely after a number of arrests were made. Jan 13. ONGOING	21-Jan-13	G
	Strategic Influencing Role	14. Encourage more people to live independent by promoting and raising awareness of services available.	30-Jan-13	UNKNOWN	Complements Area Priority - merge with action 16.	22-Apr-13	G
4 Corporate: Ensures people are able to look after themselves. Area: Cared for in East Sunderland: Contribute to safeguarding and promoting the welfare of East Sunderland's most vulnerable.		15. Receive appropriate reports of progress plans, policy and strategy relating to People.	Rolling programme.	Charlotte Burnham, OCE	Dec 12: Meeting organised in Jan 13 with V Taylor. CB to update at future People Board. ONGOING	Rolling programme.	A
	Local Action Key Priority: Improving access to advice, information and guidance to help the area's most vulnerable to look	16i. To investigate what campaigns are being delivered and by whom, timescales involved, are they any obvious gaps, who do we know should be accessing support but isn't - how can we support them?	30-Jan-13	Liz St Louis and Joan Reed, HHAS	Oct 12: NT meet with LSL and JR. It was identified that a similar exercise to collating the service provision within the East area, is being discussed by EMT - S Reed leading. ON HOLD.	22-Apr-13	G
		16ii. People Board to define and agree who are 'vulnerable'.	05-Dec-13	People Board	Dec 12: NT presented a list, as a starting point, to identify the area's vulnerable and where they live. Jan 13.	22-Apr-13	G
	Local Action	17. Receive a report providing an area perspective on the impact of the welfare reform.	17-Oct-12	Fiona Brown, C&CS	Nov 12: A series of presentations were delivered by Fiona Brown to members in June. Updates for members is provided via the bi-monthly briefings. Currently preparing a members' pack, to help members to understand how they can advise their constituents on how they may be affected and also where/from whom they can get further help and advice. This is in development with our Comms colleagues. CITYWIDE APPROACH	21-Jan-13	G
		18. Receive a report on the Council's position on apprenticeship schemes consideration added value or actions for the People Board.		Stephaine Rose, OCE	Complements Local Action - merge with action 7i.	tbc	G

G	Progressing on target
A	Progressing but behind schedule (with plans in place to action)
R	Not progressing

21ST JANUARY 2013**POTENTIAL PLAY SITES AND SOLUTIONS****1. Background**

- 1.1 East Sunderland Area People Board discussed their Work Plan and People based priorities, in particular, 'Opening up school facilities to the wider community.' Maps were included from the 2012 Draft Greenspace Report identifying certain neighbourhoods which lack fixed play provision.
- 1.2 The People Board are seeking Area Committee's consideration and agreement to refer the identified potential play sites and solutions, shown under section 2, to the Cabinet Policy Lead for the Play and Urban Games Strategy, requesting that they consider each site for inclusion as part of the next Play Review. (Note: the list is not exhaustive)

2. Potential Play Sites and Solutions

- 2.1 Moorside has just 16% access to fixed play equipment. The most likely site options would appear to be on greenspaces beside Morval Close and Benedict Biscop Primary School. There is potential to create a new joint facility with the school.

Solution 1: Morval Close

The potential catchment would service the full Moorside area. The site size is 2.69 hectares. The land is mostly private. The status is open space on the Unitary Development Plan (UDP) and shown as amenity greenspace on the Draft 2012 Greenspace Audit. There are no current features, therefore a new play facility is needed. The conclusion – potential problem with private ownership, but good location, feasible and beside the school.

Solution 2: Benedict Biscop Academy

The potential catchment would service the full Moorside area. The site size is 1.67 hectares. The land is council owned. The status is identified as school playing fields on the UDP and the Draft 2012 Greenspace Audit. Current features include school climbing structures, but upgrading features needed. The conclusion - possibility to annex small part of site, to enable play area to be created, to be used by school/public (Hendon model).

- 2.2 Millfield – New housing on the former Cornings site could either create a new local facility, or improve Diamond Hall still further. Development at Farringdon Row / Vaux could support a further play facility, which could be located within Festival Park or on the greenspace adjacent to Railway Row, on the former Ayres Quay railway site.

Solution 1: Housing on former Cornings Site

The potential catchment would depend on the size of the play area. The land is privately owned. The status is identified as currently being developed for housing, and is shown as an employment area of the UDP. There are no current features, therefore a new play facility is needed. The conclusion - potential for new facility depending on S106 contribution, if small amount, contribution could be used to add value to Diamond Hall.

Solution 2: Upgrade Diamond Hall to Play Pathfinder

The potential catchment would cover the full Millfield area. The site size is 0.75 hectares. The land is council owned. The status is identified as a proposed pocket park on the UDP and a formal park of the Draft 2012 Greenspace Audit. The park has been recently upgraded. The conclusion – Should be reclassified as a Play Pathfinder – nil costs.

Solution 3: Ayres Quay Railway

The potential catchment would be North Millfield area. The site size is 0.85 hectares. The land is council owned. The status is identified as a new or upgraded open space on the UDP and amenity greenspace of the Draft 2012 Greenspace Audit. There are no existing facilities therefore a new play area is required. The conclusion - possible site at Railway Row (north end). Potential for this to be the main site instead of Festival Park.

Solution 4: Festival Park

The potential catchment area is North Millfield and part of the City Centre. The site size is 8.74 hectares. The land is council owned. The status is identified as a new or upgraded open space on the UDP and amenity greenspace of the Draft 2012 Greenspace Audit. There is a bandstand and teen shelter. Upgrading features needed would be a new play facility. The conclusion - potential for facility to be paid for by adjacent Vaux/Farringdon Row development, but there is a danger that site would be isolated and potentially subject to vandalism- see Ayres Quay above as an alternative.

- 2.3 Queen Alexandra Road / Hill View – less than half of the population in this area has access to fixed play equipment. The most likely site options appear to be around Stannington Grove and Hill View Playing Fields, where a portion of land could be re-allocated, options either side of the changing rooms. A further site option would be a joint facility with Hill View Juniors.

Solution 1: Hill View Playing Fields – Play Pathfinder

The potential catchment area is to service the Hill View and Tunstall area. The site size is 7 hectares. The land is council owned. The status is identified as open space on the UDP and outdoor sports facilities on the Draft 2012 Greenspace Audit. There are no current features, therefore a new play facility would be needed. The conclusion - portion of the site beside Stannington Grove could possibly be separated from sports facilities to provide a play area. Alternative would be dual use with Hill View Juniors, or the woodland site immediately to South of changing rooms/beside road. Good potential site for the area.

- 2.4 Hollycarrside – a new fixed play facility could be located on the north side beside Toll Bar Road, or to the south at Black Road, potentially linked to the existing Dual Use Games Area (DUGA).

Solution 1: Upgrade Black Road DUGA to Play Pathfinder

The potential catchment would service the full Hollycarrside area. The site size is 9 hectares. The land is council owned. The status is identified as open space on the UDP and outdoor sports facilities on the Draft 2012 Greenspace Audit. There is a DUGA, but it has limited features, therefore a new play facility is required. The conclusion – it would be distant from Hollycarrside, but would serve some areas of Ryhope.

Solution 2; Beside Toll Bar Road

The potential catchment would serve most of Hollycarrside area. The site size is 4 hectares. The land is owned by Gentoo. The status is identified as open space on the UDP and outdoor sports facilities on the Draft 2012 Greenspace Audit. There are no current features, therefore a new play facility would need to be created. The conclusion – good potential for a site.

<p align="center">EAST SUNDERLAND AREA COMMITTEE 21st JANUARY 2013 EXECUTIVE SUMMARY SHEET – PART I</p>	
<p>Title of Report:</p> <p>Community Chest, Strategic Initiative Budget (SIB), and Healthy City Investment Fund (HCIF) – Financial Statement and Proposals for further allocation of Resources.</p>	
<p>Author(s):</p> <p>Chief Executive</p>	
<p>Purpose of Report:</p> <p>This report requests Area Committee consideration of proposals for the allocation Strategic Initiative Budget (SIB) and the Health City Investment Fund to support initiatives that will benefit the area.</p>	
<p>Description of Decision:</p> <p>The Area Committee is requested to approve the following from the 2012/13 budget: Committee are requested to:-</p> <p>(a) Note the financial statement set out in 2.1, 3.1. and 4.1.</p> <p>(b) Agree to align £90,300 SIB against the Place based priority ‘Gateway programme’, as set out in Annex 1.</p> <p>(c) Note the 12 approved Community Chest applications, as set out in Annex 2.</p>	
<p>Is the decision consistent with the Budget/Policy Framework? Yes</p>	
<p>Suggested reason(s) for Decision:</p>	
<p>Alternative options to be considered and recommended to be rejected:</p>	
<p>Is this a “Key Decision” as defined in the Constitution? No</p> <p>Is it included in the Forward Plan?</p>	<p>Relevant Scrutiny Committees:</p>

21st JANUARY 2013

REPORT OF THE CHIEF EXECUTIVE

Strategic Initiative Budget (SIB), Healthy City Investment Fund and Community Chest - Financial Statement and Proposals for further allocation of Resources**1. Purpose of the Report**

- 1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan and work plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an up date position on progress in relation to allocating SIB, Healthy City Investment Fund and Community Chest.

2. Strategic Initiatives Budget (SIB)

- 2.1. The table below show the financial position of SIB following the October 2012 meeting.

SIB Financial Statement

Total SIB for 2012/13 £277,456

Rolled over from 2011/2012 £8,066

SIB Starting balance for 2012/13 £285,522

Priority	Project	Approval Date	Income	Allocation	Balance
Walk and Talk Programme Aligned £30,000	Walk and Talk	17.09.12		£30,000	£255,522
Remaining balance			£0	£30,000	£255,522

- 2.2 Following the October 2012 Area Committee meeting, a balance of **£255,522 SIB** remains to be allocated from the 2012/13 budget.
- 2.3 East Sunderland Place Board discussed their Work Plan, in particular the Area Committee's Place based priority 'Improve the visual appearance of the main roads leading into the City Centre – Gateways Programme'.
- 2.4 East Councillors, Groundworks North East and Council Officers have conducted site visits to the proposed locations and discussed options in terms of improving the visual appearance of the roads. The project proposal is outlined in **Annex 1**, and a further detailed report will be presented on the night of Committee. The Place Board is recommending that £90,300 of the SIB budget is aligned against the Gateway priority.
- 2.5 If members agree to align £90,300 against the Gateway priority, **£165,222** would remain to be allocated during 2012/13.

3. Healthy City Investment Fund (HCIF)

- 3.1 The table below shows the financial position of HCIF following the October 2012 meeting.

HCIF Financial Statement

Healthy City Investment Fund 2012/13 £31,413

HCIF Starting balance for 2012/13 £31,413

Priority	Project	Approval Date	Income	Allocation	Balance
Reducing Male Cancer	Evolve Consortia	26.06.12	£0	£31,413	£0
Remaining balance			£0	£31,413	£0

- 3.2 The HCIF is fully committed.

4. Community Chest

- 4.1 The table below shows the financial position of Community Chest following the October 2012.

Community Chest Financial Statement

Total Community Chest for 2012/13 £50,000

Rolled over from 2011/12 £5,617

Starting Balance for 2012/13 £55,617

Ward	Budget	Returned	Approvals	Balance
Doxford	£10,238	£0	£4,156	£6,082
Hendon	£10,000	£0	£8,109	£1,891
Millfield	£14,389	£336	£3,863	£10,862
Ryhope	£10,510	£57	£3,932	£6,635
St Michaels	£10,480	0	£9,793	£687
Balance	£55,617	£393	£29,853	£26,157

- 4.2 Since the October 2012 meeting, a total of 12 applications have been approved. Members are requested to note the above financial statement and the record of approvals for Community Chest between October – December 2012, **see Annex 2.**

5. Recommendations

Committee are requested to:-

(d) Note the financial statement set out in 2.1, 3.1. and 4.1.

(e) Agree to align £90,300 SIB against the Place based priority 'Gateway programme', as set out in Annex 1.

(f) Note the 12 approved Community Chest applications, as set out in Annex 2.

Annex 1: SIB Executive Summary

Annex 2: Community Chest Approvals October to December 2012

Background papers: Community Chest Applications and SIB Application form

Contact Officer: Nicol Trueman, Area Officer (East Sunderland) Tel: 0191 561 1162
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PROJECT TITLE: Gateway Programme		
Total cost of Project	Total Match Funding	Total SIB requested to align
£110,300	£20,000	£90,300
Project Duration	Start Date	End Date
12 months	February 2012	December 2012

The Project

To improve the visual appearance of selected key roads, otherwise known as gateways, leading in and out of the East Sunderland area. Capital funding is sought to deliver six schemes which are outlined below:-

1. Doxford Park Way, Doxford

Proposal: To plant winter heather and bulbs along the central reservation and roundabouts.

After consultation, it was felt that planting heather or shrubs would result in creating a litter trap, which would need additional maintenance. Bulbs were not considered appropriate on the central reservation, due to the fact that the grass cannot be cut for several weeks when the bulbs are dying off. This would result in the grass becoming very long, and the first 'cut' would need to be collected, meaning a lane closure to ensure staff's safety on site – this would bring additional costs to mainstream budgets. If bulbs on the central reservation, was agreed, it would need additional maintenance – this will have an impact on service delivery, for example, if an area has the grass cut 10 times a year, this may need to be reduce to 9 times a year.

Recommendation:

- i) Central reservation remains as is.
- ii) Two roundabouts (as third is prone to vandalism) have maintenance friendly bulb bed installed, i.e. teardrop shape, and roundabouts are enhanced with tree planting.
- iii) Consult Network Operations on proposed location of features to ensure adequate levels of visibility are maintained.

Timescale: Spring 2013

Estimated cost: £20,000

2. Existing flower bed at the entrance of Barley Mow Park, Vilette Road, Hendon

Proposal: To install a raised flower bed with permanent signage.

After consultation, it was felt that the existing bed is not big enough to be raised, and the grass located around the bed keeps the soil in place during heavy rainfall. Signage was considered inappropriate, as it may result in ongoing maintenance costs. It was noted that the site is apart of the Britain in Bloom route.

Recommendation:

- i) As an alternative to raising the bed, taller plants are installed to increase the visual line of sight in and around the whole area.

Timescale: Spring 2013

Estimated cost: £200

3. Hylton Road and Holly Court, Millfield

Proposal: To install bulbs, blossom trees, seating and litter bins.

After consultation, similar to other projects the use of shrubs may result in litter traps being created, preferred option is bulb planting. There would be additional maintenance costs for new trees to be planted, current maintenance involves grass cutting only. If agreed the new trees would need annual maintenance – this will have an impact on service delivery, for example, if an area has the grass cut 10 times a year, this may need to be reduce to 9 times a year.

It was felt that this project would benefit from VCS, partner and community involvement.

Recommendation:

- i) To install trees, seating area, bulbs and litter bins.
- ii) Formalised the link between the both sites and remove the wall.
- iii) Encourage VCS, partner and community involvement in the scheme.

Timescale: Spring - Summer 2013

Estimated cost: £20,000

4. A1018 Southern Radial Route Roundabouts, Ryhope

Proposal: To enhance the visual appearance of the roundabouts.

After consultation, it was felt that they is an opportunity to make savings on the core budget by installing hard standing space for maintenance vehicles to park on. This will remove the need for road closures. Installing art features on the roundabout was consider the best way to enhance the visual appearance.

It was felt that this project would benefit from VCS, partner and community involvement.

Recommendation:

- i) To install hard standing for maintenance vehicles.
- ii) Encourage VCS, partner and community involvement in the scheme.
- iii) Groundworks to seek external funding to support the development of an art feature.

Timescale: Summer-Autumn 2013

Estimated cost: £28,500

5. Ryhope Road, St Michaels and Hendon

Proposal: Planting daffodils along the central reservation.

After consultation, it was noted that this is apart of the Britain in Bloom route and that any work to enhance the road would be welcomed. It was felt that the best way forward would be to install a mixture of bulbs and additional tree planting along the whole length of the road.

Recommendation:

- i) To install trees and mixed bulbs to enhance the visual appearance of the long stretch of road.
- ii) Network Operations are consulted as part of the proposed changes.

Timescale: Spring 2013

Estimated costs: £20,000

6. Alice Street and Argyle Street, St Michaels

Proposal: To plant bulbs and trees.

After consultation, caution was noted that the trees must not cause damage to properties and should be anti vandal proof. Bulbs were preferred over shrubs.

It was felt that this project would benefit from VCS, partner and community involvement.

Recommendation:

- i) To install appropriate planting, including bulbs.
- ii) Encourage VCS, partner and community involvement in the scheme.

Timescale: Spring 2013

Estimated costs: £1,600

NB: Please note that any project involving bulbs - bulbs should be planted no later than late January 2013 to ensure Spring 2013 show, otherwise the bulbs will not show until 2014.

Proposed Programme of Works

No	Area	Timescale	Estimated Costs
1	Doxford Park Way	Spring 2013	£20,000
2	Villette Road	Spring 2013	£200
3	Hylton Road and Holly Court	Spring - Summer 2013	£20,000
4	A1018, Ryhope	Summer - Autumn 2013	£28,500
5	Ryhope Road	Spring 2013	£20,000
6	Alice Street and Argyle Street	Spring 2013	£1,600
	Total		£90,300

Community Chest: Record of Approvals between October-December 2012

Doxford Ward			
Project	Approval Date	Returned	Approvals
Farrington Community College	13.12.12	0	£300

Remaining balance for Doxford**£6,082**

Hendon Ward			
Project	Approval Date	Returned	Approvals
CHANCE	01.11.12	0	£1,230
Six Streets Residents Association	01.11.12	0	£750
HYPP - Play Group	01.11.12	0	£250
Bingo Club - East CA	13.12.12	0	£508
Sunderland Heritage Quarter	13.12.12	0	£730
Grangetown PATHS	13.12.12	0	£1,000

Remaining balance for Hendon**£1,891**

Millfield Ward			
Project	Approval Date	Returned	Approvals
Sunderland 50th Brownie/Guides	21.11.12		£500
Tuesday Night Dance Club	13.12.12		£250

Remaining balance for Millfield**£10,862**

Ryhope Ward			
Project	Approval Date	Returned	Allocations
	n/a	0	0

Remaining balance for Ryhope**£6,635**

St Michaels Ward			
Project	Approval Date	Returned	Allocations
Grangetown Community Association	04.10.12		£1,790
Sunderland Mens Probus Club	01.11.12		£400
31st St Nicholas Guides	13.12.12		£550

Remaining balance for St Michaels**£687**

EAST SUNDERLAND AREA COMMITTEE

21ST January 2013

REPORT OF THE EXECUTIVE DIRECTOR OF HEALTH, HOUSING AND ADULT SERVICES AND HEAD OF STRATEGY, POLICY AND PERFORMANCE

Report to Area Committees - Sunderland Health & Wellbeing Strategy

1. Purpose of the Report

- 1.1 To update the Area Committees on the development of the Health and Wellbeing Strategy.

2. Background

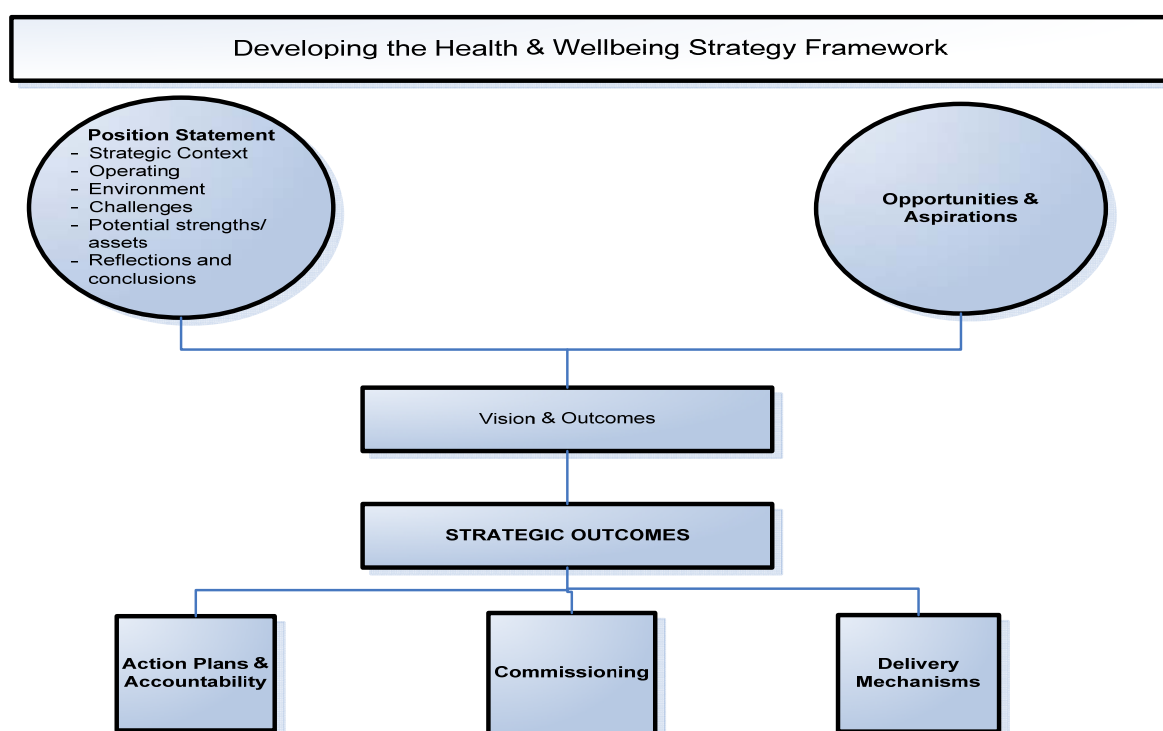
- 2.1 The Health and Social Care Act gives the local authority responsibility for 5 key areas of development –
- To establish a Health and Wellbeing Board
 - To complete a Joint Strategic Needs Assessment
 - To produce a Joint Health and Wellbeing Strategy
 - To set up a local Health Watch
 - To transition public health responsibilities.
- 2.2 The Health and Wellbeing Strategy must be completed by March 2013 and be produced jointly with the local Clinical Commissioning Group. It is a high-level strategy that spans the NHS, social care, and public health areas and takes into consideration the wider health determinants of health such as housing and child and community poverty.
- 2.3 Similarly mandated by the Health and Social Care Act as part of their authorisation process, the Clinical Commissioning Group have produced their Clear and Credible Plan. Where appropriate both the strategy and plan are aligned to ensure clarity of vision across the system, recognising that the two plans have their distinct place and role to fulfil.
- 2.4 Faced with reducing public resources and increasing demand and expectations many current delivery methods are recognised as no longer appropriate. The development of the Health and Wellbeing Strategy also comes in the context of large scale change to the way public services are being delivered and in an environment of reducing resources. Although a challenge, the changing environment also offers an opportunity to fundamentally review and improve the way agencies work with residents and communities in the future. At the same time, there is also growing recognition of existing but often untapped assets and potential within communities that can enhance and complement the public sector's offering.
- 2.5 Consideration will need to be given to our relationship with communities and how services can be delivered in the future to make best use of all resources in order to achieve better outcomes. Ultimately we want to enable and support individuals, families and communities in Sunderland to make the transition to greater strength and independence, with less reliance on the public sector in the longer term. This involves being responsive not only to local needs but also to community strengths and exploring how these can be better harnessed to help address local needs. By building on and utilising the resources and energy of our communities, we can

support people to take greater control of their lives and enable outcomes that matter to them, their families and communities.

3. Current Situation

- 3.1 In order to meet the challenges outlined above, the Health and Wellbeing Strategy has been developed to take a whole systems and an assets based approach to the improvement of health and wellbeing in Sunderland. The Strategic Objectives that have been set in the strategy are ambitious and challenging and to achieve them will require a considerable change in the way that services are developed, delivered and specifically how we engage with our communities to empower them to take control over the decisions affecting their health and wellbeing.
- 3.2 This strategy sits alongside other strategic approaches within the City including the Community Leadership programme, the Community Resilience Plan and the strengthening families approach.
- 3.3 The broad process for developing the strategy is highlighted in Figure 1 below:

Figure 1



- 3.4 A working group has been established to oversee the drafting and editing of the strategy. Membership is open to interested parties and currently includes representatives from the local authority, PCT, Clinical Commissioning Group, acute and foundations trusts and Sunderland University. It is chaired by the local authority's Executive Director for Health Housing and Adult Services.
- 3.5 The Health and Wellbeing Board is committed to broadly engaging a wide range of partners in the development of the Health and Wellbeing Strategy and as such has developed a full engagement and consultation programme. Each element of the process was the focus of an open engagement event held bi-monthly throughout 2012. Attendance at each event ranged from 45 – 95 participants from residents,

local support groups, elected members, health practitioners, GPs and public and health sector staff.

- 3.6 The Strategy (attached as Appendix 1) aims to describe the three main components of an assets based approach to health and wellbeing namely:
- **Design Principles** – those ways of working which must underpin all commissioning decisions and ultimately ways of working for which the Board holds responsibility – including consideration of the Clinical Commissioning Group's commissioning plans
 - **Assets** – the core assets which can be built upon in Sunderland to impact on the health and wellbeing of residents
 - **Strategic Objectives** – the ultimate goals of the strategy which will focus the development of high level actions and commissioning plans that will follow.

4. Partner Approval

- 4.1 To develop the broad acceptance of the strategy further into formal approval, the headline strategy (Appendix 1) is being taken to the Boards and management organisations of partners throughout the whole health and social care system including the members of the Children's Trust, Adults Partnership Board and Sunderland Partnership. This is to ensure that there is high level support and understanding for the strategy throughout the system; this will encourage the transition from strategic planning into delivery and performance management.

5. Forward Plan

To take forward the initial strategy, there are four further stages that need to be completed:

5.1. Developing the Strategic Objectives into Actions

Taken from the membership of the Health and Wellbeing Strategy sub group, lead officers have been allocated to each of the Strategic Objectives. With support from the Council's Strategy, Policy & Performance Management service, they have been responsible for bringing together partners to shape activity which will achieve the Strategic Objectives and highlight how we will know that these objectives have been achieved.

5.2. Consulting on the strategy and actions

As the strategy has been developed through a year long process of open engagement events including representatives from the voluntary and community sectors, providers and public sector officers and members, it is evident that there is a broad understanding and acceptance of the content of the strategy. As such it is not proposed that the final draft strategy be open for the 3 month consultation window that is recommended through the Sunderland Compact.

It is, however, important that a more inclusive range of partners are given the opportunity to comment on the strategy. Therefore a further engagement event and a programme of engagement sessions with different groups was held in December – including, but not limited to, the Sunderland Partnership equality forums, the Children's Trust Young People Advisory Network, and GP patient participation groups.

5.3. Formal approval

Following the consultation process detailed above, the Strategy needs to be formally approved by the end of March 2013. As the Health and Wellbeing Board at this stage will not be a formal committee of the Council, the Board will need to ratify the Strategy and Action Plan before it is taken to Council Cabinet for formal approval. It is proposed that the Health and Wellbeing Board on the 25th January 2013 receives the final draft strategy and action plan and subject to approval this is taken to Cabinet on the 13th February 2013. This will bring the Strategy to the 17th January Scrutiny Committee for discussion. It is also anticipated that the Strategy will be taken to the Board of the Clinical Commissioning Group for approval.

5.4. Ongoing Ownership

Each of the strategies Strategic Objectives have also been allocated 2 sponsors – these are senior representatives, one of whom is a Health and Wellbeing Board member and including Cabinet level elected members. Their role, with the support of the lead officer is to lead the delivery of the objective through appropriate partnership working. It is also the role of the sponsor to report to the Health and Wellbeing Board for the achievement of progress against their Strategic Objective.

6. Recommendations

Committee are requested to:-

- (a) Provide comments on the strategy for the purposes of consultation.
- (b) Note the approval process and timescales.

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Annex 1: Joint Health and Wellbeing Strategy

Annex 1

SUNDERLAND'S JOINT HEALTH AND WELLBEING STRATEGY

VISION

The vision for is to have the:

Best Possible Health and Wellbeing for Sunderland

....by which we mean a City where everyone is as healthy as they can be, people live longer, enjoy a good standard of wellbeing and we see a reduction in health inequalities.

Faced with reducing public resources and increasing demand and expectations many current ways of delivering services are recognised as no longer appropriate. Large scale changes to the way public services are being delivered are well under way. Although challenging, the changing environment offers an opportunity to fundamentally review and improve the way agencies will work with residents and communities in the future. There is also growing recognition of existing but often untapped assets and potential within communities that can enhance and complement the public sector's offering.

Consideration will need to be given to relationships between agencies and the communities they serve and how services can be delivered in the future to make best use of all resources in order to achieve better health and wellbeing outcomes. Ultimately we want to enable and support individuals, families and communities in Sunderland to enjoy much better health and wellbeing, with less reliance on the public sector in the longer term. This involves being responsive not only to local needs but also to community strengths and exploring how these can be better harnessed to help address local needs. By building on and utilising the resources and energy of our communities, we can support people to take greater control of their lives to bring about better health and wellbeing outcomes that matter to them, their families and communities.

The Health and Wellbeing Strategy, Community Resilience Plan and the Strengthening Families approach are together aiming to achieve the transition to a new way of working and at the same time achieve improved outcomes for the people of Sunderland.

DESIGN PRINCIPLES

We have established a set of design principles that will underpin our new approach to health and wellbeing and upon which action planning and ultimately commissioning throughout the health and social care system will be built. These design principles are:

- **Strengthening community assets**

Empowering individuals, families and communities, increasing their capacity and involving them in co-producing services. This will enable residents to mobilise and build on existing community strengths and potential to help them address their own, their family's and their community's needs. This asset-based approach does not ignore needs – instead, it distinguishes between those needs that can best be met by families and friends, those best met by communities working in partnership with public services, and those that can only be met by public sector providers.

- **Prevention**

Using local intelligence and experience to identify risks to health and wellbeing effectively and to work within communities to prevent people developing problems

- **Early intervention – actively seeking to identify and tackle issues before they get worse**

We know that early intervention with children, young people and adults can reduce more complex health issues in the longer term. Identifying and tackling issues at an early stage can prevent them escalating into more problematic and complex needs.

- **Equity – providing access to excellent services dependent on need and preferences, that are also based on evaluated models and quality standards**

The conditions in which people are born, grow, live, work and age are responsible for the (avoidable) differences in peoples health. Equity in health means everyone being able to achieve their full health potential regardless of their personal circumstances. To achieve this there needs to be fair distribution of resources and opportunities for health as well as fairness in the support offered to people when they are ill.

Health inequalities exist within Sunderland itself, and between Sunderland and England. These health inequalities are often related to obesity, alcohol related diseases and smoking rates. We know that we have particular communities where these health inequalities are most evident and we need to address this.

- **Promoting independence and self care – enabling individuals to make effective choices for themselves and their families**

The increasing emphasis on personalisation of services and of individual health and care budgets means that we must focus on creating alternative types of services that can be sustained within the community. We will continue to support our most vulnerable individuals, families and communities. Wherever possible and appropriate, our interventions will enable and re-able people to function effectively without the need for recurring agency support.

- **Joint Working – shaping and managing cost effective interventions through integrated services**

Working together to make best use of our strengths and assets so that we can provide flexible and tailored services that respond to local conditions and focus on what matters to residents to achieve more for our communities.

- **Address the factors that have a wider impact on health – education, housing, employment, environment, and address these proportionately across the social gradient**

Differences in people's health result from differences in the opportunities that people are able to take advantage of during their lives. Action on the wider impacts of health requires action across all the social determinants of health. A government commissioned independent review of health inequalities identified a number of social determinants which increase inequalities in life expectancy across the life course. The review identifies six key objectives to reduce health inequalities caused by these determinants. These are:

- Give every child the best start in life
- Enable all children, young people and adults to maximize their capabilities and have control over their lives

- Create fair employment and good work for all
- Ensure healthy standard of living for all
- Ill health prevention
- Create and develop healthy and sustainable places and communities.

To see a sustainable improvement in life expectancy for all of the population, including a reduction in inequalities, the wider determinants of health need to be addressed – this includes a major focus on achieving the best start in life to break the cycle of health inequalities.

- **Lifecourse – ensuring appropriate action throughout an individual’s life with a focus on early years and families**

Intervention and support should be available throughout our lives, recognising that triggers for crisis can occur at different points in people’s lives (particularly at key transition points). It is important that we set in place the foundations in early years and encourage families to play a strong role in developing their own resilience.

ASSETS

There are community and individual assets that we share and that need to be developed, nurtured and supported including:

- the practical skills, capacity and knowledge of local residents
- the passions and interests of local residents that give them energy for change
- the networks and connections – known as ‘social capital’ – in a community, including friendships and neighbourliness
- the effectiveness of local community and voluntary associations
- the resources of public, private and third sector organisations that are available to support a community.

There are interdependencies between these and a number of strategic assets which come together to make Sunderland unique – these should be built on where they exist and be improved and developed where they are weaker or missing. These are:

- **Strong and stable family and community relationships**

Sunderland is characterised by low movement of people – families and communities are relatively stable and as such there is potential to use local informal support networks to promote healthier choices and healthy lifestyles

- **The coast and countryside and a passion for sport and activity**

Sunderland has an attractive coast and easy-to-reach countryside and urban green spaces that provide opportunities for promoting an active lifestyle. The city’s passion for sport and exercise should be nurtured and developed to ensure broader involvement with more wide reaching health impacts.

- **Potential for Sunderland’s employers to offer swift access to a large proportion of the workforce and understanding of different communities**

The economy in Sunderland is characterised by a small number of large employers employing the majority of the workforce. By developing relationships with these employers we can tap into their understanding of the communities in which they operate and the people they employ to promote healthy workplaces and healthy lifestyles.

- **A vast number of contacts with residents through daily provision of a wide range of services**

Sunderland's many organisations and support groups are in touch with residents across the whole range of service delivery. Hard-wiring health improvement into these day-to-day contacts will reinforce and bring support to those people who need it so that every contact is a health contact.

- **At the leading edge of putting new technology to work in the public interest**

Sunderland is at the leading edge of using new technologies and making sure that the whole city can make best use of this resource. There exists great potential to use new technologies to enable people to take more control over their own health and wellbeing through technological solutions and by improving information sharing.

- **A huge variety of local organisations, partnerships and networks with a strong track record of effective delivery**

We are starting from a strong position whereby there has been a long history of joint working to deliver real changes. We will build on this to ensure that the achievement of better health outcomes involves individuals, communities and providers..

The following Strategic Objectives describe how we will achieve our vision for health and wellbeing. Detailed action plans will be developed for each. Each strategic objective utilises one or more of the assets and applies all of the design principles.

STRATEGIC OBJECTIVES

1. Promoting understanding between communities and organisations

- **Communities being able to understand what they can expect of service providers and what other organisations can offer**
- **Making best use of local intelligence to identify emerging risks to health and wellbeing**
- **Harnessing individuals, communities and service providers views to inform and challenge provision**
- **Understanding the strengths and diversity of our communities and reflecting this in our commissioning**

If the health of local people is to improve then we must all pull together and play our part. Relationships between agencies and local people, including patients and service users, need to be much more dynamic and enable local people to have a much greater influence on which services are provided, as well as how and when they are provided. Equally, individuals and communities need to develop an understanding of the strengths that they have and can draw upon collectively, enabling them to take control of their own health.

If we do these things then we will all have a much better understanding of our own health needs and how best we can address these, either through our own endeavours or with the help of others if we need it. This will give us confidence in ourselves and in the services that we rely upon in times of need.

2. Ensuring that children and young people have the best start in life

- **Encouraging parents and carers of children to access early years opportunities**
- **Supporting children and families throughout the whole of a child's journey, including the transition into adulthood**

Many of us understand and acknowledge the influence (directly and indirectly) that families and schools have on the development and life chances of children and young people. These two important factors can have a huge impact upon the health, education and future employment opportunities of a child or young person.

To ensure a positive future for our children and young people there needs to be effective joint working across agencies to encourage individuals and families to achieve their full potential by addressing their physical and emotional health issues. Schools in particular are in a position where they are able to support the physical and emotional development of their pupils and their immediate family.

3. Supporting and motivating everyone to take responsibility for their health and that of others

- **Encouraging people to take the first steps towards healthy lifestyles**
- **Making healthy lifestyle choices easy**
- **Promoting and sustaining interest in healthy lifestyle options**
- **Raising self-esteem, confidence and emotional health and wellbeing**

The most powerful influences upon how we behave come from our family and friends. They shape our knowledge, perspectives, experiences and preferences and as a consequence can either encourage or discourage us to lead a healthy lifestyle. It is important that we realise this affect on ourselves as well as the effect we can have on those around us. However there are also a range of options open to agencies that can help to make a healthy lifestyle an easy option, for example this can be through health education, provision within schools, mentoring programmes, as well as providing easy access to the city's natural assets such as open and green spaces. Our agencies also need to consider how they can encourage and sustain people's interest in a healthy lifestyle through local and national events, cultural activities, and through Sunderland's major employers.

4. Supporting everyone to contribute

- **Work together to get people fit for work**
- **Understanding the health barriers to employment and training, and supporting people to overcome them**
- **Actively working with local businesses to ensure a healthy workforce**
- **Supporting those who don't work to contribute in other ways**

Those of us that find ourselves unemployed will realise already the detrimental affect this can have on our health, indeed it is known that poorer health can be found amongst those who are unemployed for longest. The effects of poor health can be divided into the short-term (resulting from the immediate impact of unemployment) and the long-term more complex health impacts that can develop. The potential health and wellbeing impacts of unemployment are:

- Distress, anxiety and depression that may also impact upon other family members
- Worsening health behaviours in the form of increased smoking, increased alcohol consumption and a decrease in exercise.

- Financial problems that can reduce living standards, increase the likelihood of social isolation and lower self-esteem.

So it is important that agencies work together to build confidence and motivation and provide pathways into training and employment. But we must also work with employers so that they understand how the policies they implement can have a significant effect on both the health of their employees and their employee's families. Good health in this environment can be promoted through healthier working conditions and more flexible employment.

For those of us not in work there will be the opportunity to contribute to those communities that can benefit from our skills and talents. This will enable us to improve the lives of those around us and enable us to build community pride through a variety of volunteer roles.

5. Supporting people with long-term conditions and their carers:

- **Supporting self-management of long-term conditions**
- **Providing excellent integrated services to support those with long-term conditions and their carers**
- **Support a good death for everyone**

We realise that those people with long term conditions can be experts in their own care because they understand better than anyone the problems they encounter on a daily basis. Our agencies need to reflect on how they can work together and redesign their service provision in order to incorporate the preferences of patients and service users, as well as self-management of their condition where this is possible. We will ensure that this approach incorporates a range of services that are reliable, consistent and maximise the quality of life for those people with long-term conditions as well as their families and carers.

6. Supporting individuals and their families to recover from ill-health and crisis:

- **Supporting individuals and families to have emotional resilience and control over their life**
- **Providing excellent integrated services to support people to recover from ill health and crisis**
- **Winning the trust of individuals and families who require support**

Any of us may find ourselves in need of support in a crisis situation. This may result from ill health or injury where we are suddenly unable to undertake everyday tasks, or where our main carer's own health and ability to carry on caring has suddenly broken down. Where this is the case our agencies will identify the best service pathways that will facilitate rehabilitation by working together through a mixture of appropriate integrated services.