

**Executive Summary**  
**Applications for WAC Neighbourhood Fund**

**Application No.1**

<b>Funding Source</b>	<b>Neighbourhood Fund</b>
<b>Name of Project</b>	<b>Washington Neighbourhood Management &amp; Enforcement Project</b>
<b>Lead Organisation</b>	<b>Sunderland City Council</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total NF Application</b>
£133, 664	£3000	£130,664
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
2 years	April 2021	April 2023

**Information is taken verbatim from the application form.**

**Project Description:** Washington Area Committee Members identified environmental crime as one of their Area Committee priorities, and as part of a Neighbourhood Management and Enforcement Task Group, a scoping exercise was undertaken by partners (Area Committee, Police, Gentoo and Sunderland City Council). The outcome from this, together with hot spot mapping and additional intelligence from current area projects (Clean and Green and Together Clean and Green), determined levels of environmental crime, environmental issues, emerging issues and current working arrangements and remits.

To help shape this proposal, Members identified 5 hot-spot areas for more detailed work to provide information to aid discussions around possible options:

- Glebe – (Central Ward)
- Barmston – (East Ward)
- Sulgrave – (North Ward)
- Oxclose – (South Ward)
- Blackfell – (West Ward)

The Neighbourhood Management and Enforcement Task Group undertook further analysis to agree potential partnership actions which could proactively deal with issues in each ward and this was presented to the Neighbourhood and Communities Board in February 2021. A dedicated officer would allow for proactive work with partners in take place in the identified wards. It was also noted, in these discussions that Washington benefits from a large number of passionate environmental volunteers who could benefit from a named 'go-to' person to provide information, advice, guidance and support. These issues and the potential approaches to deal with those issues were discussed at the Board and options identified.

The preferred option, which the Neighbourhood and Communities Board members wished to be progressed to full application and presented to Area Committee for a decision, is as follows:

1. Fund an Environmental Enforcement Officer, and associated costs, for a 2-year period as part of a wider Washington Neighbourhood Management and Enforcement Project. This will complement and add value to the current Sunderland City Council and Gentoo provision and allow for the flexibility to respond to Councillors requests and reporting of incidents as well as forging relationships with, working in partnership with and supporting other current initiatives such as Clean and Green and Together Clean and Green.
2. Provision to provide replacement equipment and bins as part of the approach to better management of household waste; costs for overt or covert cameras and signage. Further work to be undertaken with refuse services to determine the number and size of bins required.
3. Purchasing of additional enforcement signage. Environmental Crime Signage is already designed, and external print company identified.
4. Explore if the purchasing of CCTV equipment may help prevent issues. Site visits to be undertaken with Gentoo and Enforcement Team to determine areas of most need within the 5 identified wards. This will ensure the right specification of camera is explored as its recognised not one type of camera will suit all areas dependent upon the issue. Locations for deployment of cameras funded as part of this project will be considered via the Neighbourhood and Communities Board in conjunction with the Neighbourhood Enforcement Manager.  
The purchase of any cameras will include 5-years airtime cover and a 2-year warranty arrangement in the costs provided. Those cameras will be monitored by existing resources in the Council's Security Team. If additional warranty, airtime, maintenance or repairs required at the end of the periods specified costs would not be covered by the Council's Security Team and future funding would have to be sought.
5. As areas of priority are completed the Neighbourhood Enforcement Manager will work with the Neighbourhood and Communities Board to identify further areas for action.

**Partnership:** It is recognised that a robust partnership arrangement is needed to drive forward and meet the outcomes from any Neighbourhood and Enforcement Management Project discussions and requests. The project will be led and delivered by Sunderland City Council's Neighbourhood Enforcement Team working closely with the Council's Security, Refuse and Environmental Services Teams. There will also be involvement from wider partners including Gentoo and Northumbria Police. However, other partners may attend meetings as and when required i.e. Police, Trolleywise, Shopping Centre reps, Industrial Estate links, Fire Service, Clean and Green and Together Clean and Green as well as other invited attendees when necessary.

A Project Management Group (PMG) will be established to ensure co-ordination across the partner organisations and best use of resources. The PMG will report to and consult the Area Committee via the Neighbourhood and Community Board. This group will include those 'officers' delivering at point and will include the EEO, Security Service, Waste Management, Environmental Services and Gentoo. The PMG will also link to the work of the SCC/Gentoo Together Clean & Green Partnership Group, ensuring a joined up and co-ordinated approach.

Officers involved are members of Washington LMAPs which will ensure that there is no duplication in relation to the location of the cameras within their remit and best use of resources available across the hotspot areas.

Objectives and goals	Forecast Dates
Recruitment of Environmental Enforcement Officer	Out to advert – 22/03/21
Purchase of Cameras	May 2021
Purchase of Signs	May 2021
Purchase of bins	May 2021
Development of 5 area action plans	30 April 2021
Targeted Activity commences	May/June 2021 – this may be earlier dependant on recruitment process
Neighbourhood Enforcement Manager to attend agreed meetings as required to determine targeted areas for activity, agree action and performance measures.	Ongoing
Review	April 2022

<b>A Vibrant City</b>		
<b>More resilient people</b>		
Support families in need (food, uniforms, debt advice, etc)	311	
People supported through a crisis / mental health concerns	312	
People supported by a food parcel / foodbank	313	
People receiving information, advice and guidance on benefits/debt	314	
People receiving support due to Welfare Reform	315	
<b>More people feeling safe in their homes and neighbourhoods</b>		
People feeling safer in their communities due to interventions	321	
Number of ASB schemes supported	322	
Number of Enforcement actions supported	323	280

- Number of reports into CSN for identified areas - 20
- Number of fixed penalty notices issued – 50

- Number of investigations commenced - 10
- Number of written warnings - 50
- Number of community protection warnings - 50
- Number of community protection notices - 20
- Number of section 46 notices - 20
- Number of camera deployments - 20
- Number of enforcement actions taken by Gentoo - 20
- Number of enviro crime signs installed - 20

(Estimated)

The outputs quoted above are a minimum over the lifetime of the project with a view to confirming specifics per initiative as activity is identified and commences. As new areas of need are identified the likely output will then be agreed. The Board and WAC will be kept updated via the usual performance and reporting procedures for Neighbourhood Fund. Propose a review of targets/outputs at 12 months and via the Project presenting to each Board meeting.

### **Performance Management Arrangements & Budget Management**

The project will be managed by Michelle Coates who has a vast experience of managing budgets and project delivery, including the Hendon and Southwick Multi-Agency place-based initiatives. Regular reports will be provided to the Washington Neighbourhood and Communities Board. A comprehensive comms and media plan will support the Washington Neighbourhood and Enforcement Management Project and will link to the Clean & Green Education and Awareness Project (Comms) and the Together Clean & Green Partnership Group communications and PR. The Project Management Group (PMG) will ensure co-ordination across the partner organisations and best use of resources.

### **Budget**

<b>Item and Description</b>	<b>Total Costs</b>	<b>Match Costs</b>	<b>NF Contribution</b>
Environmental Enforcement Officer plus on costs for 2 years	76,664		76,664
Car mileage allowance for 2 years	3,000		3000
Set up costs pc, mobile phone, body worn camera, tablet, PPE etc.	2,000	1000	1000
CCTV cameras, camera relocation, Airtime for cameras for 5 years	40,000		40,000
Enforcement Signage	2,000		2000
Provision for equipment / replacement bins	10,000	2,000	8,000
<b>Total</b>	<b>133,664</b>	<b>3,000</b>	<b>130,664</b>

1. Discussions underway with Gentoo with regards to contribution to bins, equipment and cameras.
2. Estimates for camera and decision with regards to correct specification is dependent on issues to be addressed/area identified/poles required/power. To be confirmed via site visits with SCC Security Team as measures per hot spot area are agreed
3. Bins/equipment – numbers/type etc to be confirmed with Interim Waste Manager.

**Recommendation – Approve subject to the following:**

1. PMG to report via Neighbourhood Fund performance management processes and the Neighbourhood and Communities Board
  - a. outputs achieved per Ward initiative
  - b. budget allocation for cameras to a maximum of £40,000
  - c. budget allocation for equipment to a maximum of £10,000
2. Standard terms and conditions allow for any substantial variances to be considered and managed via the agreed Performance Management processes

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority of Enforcement powers used to tackle those who continue to fly tip, drop litter and spoil the neighbourhood by establishing a Multi-Agency approach to develop a Washington Neighbourhood Management & Enforcement Project

## **Application No.2**

<b>Funding Source</b>	<b>Neighbourhood Fund</b>
<b>Name of Project</b>	<b>Washington Individual Support Project (Extension)</b>
<b>Lead Organisation</b>	<b>ShARP</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total NF Application</b>
£14,648		£14,648
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	April 2021	March 2022

**Information is taken verbatim from the application form.**

**Project Description:** The WISP project is part of ShARP and managed through ShARP's policies and procedures. ShARP holds the Advice Quality Standard (AQS) which means that all of our advice services are independently inspected every 2 years. Since 2017 the project has supported people of Washington experiencing crisis. Over that time the project has proved a very cost-effective way to provide support to some of the most vulnerable and impoverished people in Washington. The WISP project was developed to work with those people who are often not known to services, presenting at foodbanks frequently because of repeated episodes of crisis. We are applying for an extension of funding and a change to the WISP project based on our learning from the past year when we were part of the Sunderland

response to support Washington residents during Covid – 19 lockdown and restrictions.

Throughout 2020 we continued to deliver and develop the project to meet need and emerging priorities. We want to extend the project for 12 months and provide additional hours Advice Worker time. This is to cover the need for ongoing support through casework or referral to specialist services for debt, housing and employment advice.

WISP was originally developed and delivered as a unique and innovative project providing a qualified, experienced Advice Worker to engage and work with people repeatedly experiencing episodes of crisis which led to them frequently seeking help from foodbanks.

The people supported through WISP were often not known to other services or not accepting of support available through mainstream services. Their periods of crisis were found to have underlying causes and included a range of complex, multiple problems including drug/alcohol dependency, mental ill health, homelessness, PTSD or domestic abuse.

During the Covid – 19 pandemic and national lockdown WISP continued to operate throughout. The Advice Worker supported the Community Hub arrangements and worked in Washington foodbanks – primarily Mickey's Place which remained open.

We have reshaped the project based on learning from the last 12 months and the project will now provide the following:

- WISP available Mon – Fri between 9.00 – 4.30
- Out of Hours availability depending on need (issue will be dealt with end to end if needed eg Mental Health)
- 10 hours per week direct delivery into foodbanks/other venues

- Daily attendance at school holiday sessions where parents and children can access food and activities
- 6 hours per week dedicated time for casework and related activity
- Establish and maintain relationships with new “Pop Up” foodbanks and new groups to link them into the Area VCS Network
- Connect with Washington MIND, SNCBC, Social Prescribers, VCS groups
- Act as a resource to other providers to help others in working with crisis

#### Outcomes

- 100% of people will be offered a full benefit check
- 100% of people will receive a welfare check with referral into Community Hub if needed
- 100% of people needing support to access other services will be offered supported referral across to the most appropriate service to meet their needs.

The change broadens the WISP approach, increases reach and gives more time to work closely with other neighbourhood-based provision.

**Need for change:** This change is to help Washington residents meet the continuing challenges of restrictions and other impacts on their lives resulting from ongoing uncertainty caused by the impact of Covid – 19.

Responding to the pandemic meant that WISP had to evolve rapidly to meet the needs of a new diverse group of people who suddenly had to navigate their way through an unfamiliar welfare system as they found themselves in crisis due to physical and/or mental health problems, sudden bereavement, furlough, loss of income – Zero Hour contract, self-employed as well as being thrust into isolation separated from family, friends and usual support networks.

The flexible approach of the project and skill of the team mean that crisis is dealt with swiftly, solutions are identified and actioned. This approach can help reduce the impact of the crisis by shortening the period of uncertainty as well as offering a referral into key support services and the Community Hub arrangements.

Feedback from those people helped through WISP is positive, the rate of engagement is high and links to other providers are well established.

WISP is flexible and once crisis is dealt with can link people into other ShARP advice services which means that services eg Together4Children can use the support as part of the plan with families they are working with – sometimes as part of exit strategy.

The original outcomes will still be met as the focus of the project is still crisis.

The additional outcomes will be achieved by reaching people who ordinarily pre – Covid would have been unlikely to require the support provided through WISP, Community Hubs or foodbanks. New and stronger partnerships have been formed which will develop throughout the next 12 months to provide a wider support network for residents – eg Together4Children Early Help Team, MIND, SNCBC, Mickey's Place, WCFP, Gentoo, WWIN, Wear Recovery and JobCentre Plus

Item and description	Total Cost	NF Contribution
Salaries – Advice Worker x 16 hours @ £16ph	13,312	13,312
Mileage @ .45p per mile	972	972
IT/telephone @ £7.00 per week	364	364

## Outputs

<b>A Vibrant City</b>		
<b>More resilient people</b>		
Support families in need (food, uniforms, debt advice, etc)	311	40
People supported through a crisis / mental health concerns	312	40
People supported by a food parcel / foodbank	313	200
People receiving information, advice and guidance on benefits/debt	314	200
People receiving support due to Welfare Reform	315	

## Milestones

Update Joan Reed and team on WISP extension. Agree parameters and pathway/support into SCC and First Tier provision	April 2021
Refresh key contacts – SCC (FTWR contract manager and Welfare Reform)/ SIP/ MIND/Gentoo/Social Prescribers/JobCentre/ Early Help Team	April 2021
Update VCS Network and other community groups	April 2021
Continue search for continuation funding	April 21 – March 22

## Recommendation – Approve

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority of 'Support the voluntary and community sector to grow capacity and to provide additional services by continuing the 'Washington Individual Support Project' to help local residents in acute crisis



### **Application No.3**

<b>Funding Source</b>	<b>Neighbourhood Fund</b>
<b>Name of Project</b>	<b>Washington Safe Care (Extension)</b>
<b>Lead Organisation</b>	<b>Washington Mind</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total NF Application</b>
£19,156		£19,156
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	April 2021	March 2022

**Information is taken verbatim from the application form.**

**Project Description:** The proposal is to extend the Washington Safe Care Project (due to close 31<sup>st</sup> March 2021) and build on all the good practice established despite the restrictions of lockdown. The outreach team would visit a range of local venues and groups which cater for young people i.e. Washington Boxing Club, Toukan Martial Arts club, Washington AFC, Uniformed groups, Arts Centre Washington, Primary (year 6s/11 year olds), Secondary schools, College sites, Leisure centre, Skate park and other places where young people may hang around such as shopping areas, parks and subways. We would also attend local area events such as Washington Carnival. The new work will provide young people AGED 11+ with a wide range of up to date information and also signpost to services such as Connexions, REACT, Carers Centre, Stop Smoking service, C-Card, YDAP-Youth Drug and Alcohol Project, Together for Children, Rainbow Renegades, Gentoo and the Police Violence Reduction Unit. Building on the partnerships already established, the project co-coordinator will develop further partnerships with services who will allocate qualified and experienced staff on a rota basis to accompany the team and also in line with local, national and international campaigns promoting public health i.e. World Aids Day and Stoptober. The outreach service will include the MHZL Archive, a pop-up collection of zines and publications written by young people. See Twitter @mhzinelib

We will actively encourage young people to explore creative ways to express themselves and manage their mental health and wellbeing. 'You're Not Alone' Advisors will be part of this detached work building on the community approach to tackling loneliness <https://www.yourenotalonewm.com/>

The new project will continue to consult with young people on their views/needs of mental health and wellbeing services and to advocate to service leads on young people's behalf. We aim to increased health and wellbeing outcomes and life chances for young people

**Need for change:** The project aimed to work directly with young people and whilst all attempts were made to meet with young people via a variety of virtual platforms, this was only possible with pre-existing groups, and proved a challenge when attempting to set up new ones. Now that restrictions are being lifted, we aim to roll out a 'One Stop Shop' community model and reach out to young people using our new Outreach van. Young people have told us of the barriers to accessing services including transport, costs

and stigma therefore our multi-disciplinary approach will take services to the young people and enable them to receive help and support on a wide range of issues in one place and at the time when they need it most without the need to travel into the city centre or other areas of the city.

### **Budget**

Project Co-ordinator 18.5hr post @ £13.05ph	14,714
Overheads i.e. utilities, printing photocopying @ 10%	1,471
Management costs @ 10%	1,471
Contribution towards Outreach Van running costs	1,500
<b>Total</b>	<b>19,156</b>

NF Output code	Target 2021/22			
	Q1	Q2	Q3	Q4
212 - People benefiting from healthy lifestyles initiatives	18	18	18	18
223 - Young people (11-18) participating in area activities	10	10	10	10
224 - Secondary schools engaged in neighbourhood activities	1	1	1	1
312 - People supported through a crisis / mental health concerns	9	9	9	9
321 - People feeling safer in their communities due to interventions	15	15	15	15
339 - Number of children and young people participating in decision making	8	8	8	8

Milestones and Key Events	Forecast Dates
Induction to project – new staff and colleagues	30/04/21
Partnership agreements with service providers	17/05/21
Summer outreach model begins on last day of the school term	28/05/21

### **Recommendation – Approve**

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority of Support for Young People and 'Support the voluntary and community sector to grow capacity and to provide additional services.'

#### Application No.4

<b>Funding Source</b>	<b>Neighbourhood Fund</b>
<b>Name of Project</b>	<b>Washington Healthy Lifestyles (Extension)</b>
<b>Lead Organisation</b>	<b>Washington Millennium Centre</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total NF Application</b>
£26, 096		£20,096
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	October 2021	September 2022

**Information is taken verbatim from the application form.**

**Project Description:** The original project was due to commence on 1<sup>st</sup> April 2020 and run for a year. Due to covid restrictions and national and local guidance/lockdowns, the project did not commence until August 2020 and was forced to pause in late December due to the latest national lockdown. A number of the key target groups could not be enrolled on to the project because the individuals were classed as vulnerable or extremely vulnerable and were either shielding or only allowed to exercise outdoors as per the national guidance. These restrictions have had an impact on outcomes, reducing them and on the projected spend, we predict an underspend of £6,000 which we propose is rolled forward to the 1 year extension. Part of the underspend is due to no claim being submitted in Q2 as the centre used matched funding to cover these costs. We are therefore requesting £20,096 for the one-year extension rather than the £26,096 initially requested. **The Covid pandemic has changed what we do and how we need to adapt delivery, to meet new Covid guidance for the operation of gyms and physical activity indoors, plus issues that are arising for some, from having Covid are impacting on peoples wellbeing.**

We propose to add long Covid and fatigue as two new issues to the list of conditions that qualifies someone to be eligible to participate in the project. We expect that restrictions will remain in place for some time and potentially the life of the project and any agreed extension, so we need to change some elements of delivery. To support those with long term Covid and individuals who need a higher level of support in the initial phase. We would offer participants 1 to 1 sessions, to motivate them and help them develop the confidence and commitment to engage fully in the project and improving their wellbeing, whilst at the same time ensuring the sessions are Covid compliant and safe for all.

We will replace group/class sessions which are not allowed under current guidance, by offering supervised sessions, using the easyline equipment for up to 3 individuals at one time under the guidance of a member of the gym staff, a number of times a week. This approach will facilitate participants who need to gradually build their levels of physical activity. As initial feedback is showing those with long term covid can take over 6 months to recover and that gentle exercise is a key component to that recover. They then build over time, their levels of activity to enable them to return to their normal. This means a higher level of support and motivation is required over a longer period of time. To achieve this more

gym staff time will be required so this level of support can be maintained and offered within the current regulations and guidance for gym operators. We will no longer have a project manager or admin support as the gym staff will take on these roles to streamline delivery and focus on the participants.

**Need for change:** Health issues in Washington have not changed for the better since the project was approved in 2019 and the pandemic has shone a light on longer term issues like obesity which needs to become a more urgent priority, as the government now see this as a national priority to tackle, to reduce the risk of this cohort needing to be in hospital when they have Covid. In addition, due to the numerous lockdowns, groups of residents will have seen a decline in their health and wellbeing and it's important that they can access support to address this decline and reduce the likelihood that they will place pressures on the NHS. Some have been forced to shield at home and therefore have not been able to exercise and they will need support to increase levels of activity.

As mentioned above the operational guidance for exercise indoors and the use of gyms has changed what we do and how we do it, to ensure users are exercising in a covid safe environment. So we have to ensure users socially distance, all sessions are booked and users details are retained for Track and Trace and we do not exceed the maximum number of users we are now allowed to have in the gym which is currently 18 users at any one time. We have to clean all equipment between bookings/each use and we do deep cleans weekly. These are just some of the changes impacting on the project and how we must operate

**Changes to original outcomes:** Due to the on-going uncertainty which will remain going forward and the restrictions we operate under the total number of participants will be reduced and within the current project we have taken the difficult decision to cease to operate exercise classes and will focus more on individual support or much smaller numbers of supervised activity on the easyline equipment. Whereas previously we could run an easyline supervised session with 12 to 14 participants that's now restricted to 3 and we have had to move the equipment in to a separate area. The overall number of participants will be lower than predicted and at this time it is difficult to predict what the figure will be and how quickly people return to regular exercise. We endeavour to do all we can to maximise participation

Item and description	Total Cost	NF Contribution
Staff time for easyline sessions	£2,500	£2,500
Gym Staff	£18,096	£18,096
Telephone costs	£500	£500
Gym membership	£3,000	£3,000
Management fee	£2,000	£2,000
Total	£26,096	£26,096

- £6k underspend rolled forward from original allocation

## Outputs

A Healthy City		
More people living healthier longer lives		

People benefiting from healthy lifestyles initiatives	212	30
People benefiting from this project	213	50

Milestones and Key Events	Forecast Dates
Introduce the new criteria for the project participants	1.5.21
Introduce the revised easyline offer to participants	1.5.21
Review the offer to ensure it is meeting the needs of participants	1.10.21

### **Recommendation: Approve**

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority of Health & Well Being and 'Support the voluntary and community sector to grow capacity and to provide additional services.'

### **Application No.5**

<b>Funding Source</b>	<b>Neighbourhood Fund</b>
<b>Name of Project</b>	<b>Washington REACT (Extension)</b>
<b>Lead Organisation</b>	<b>Sunderland North Community Business Centre</b>

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total NF Application</b>
£93,353	£43,353	£50,000
<b>Project Duration</b>	<b>Start Date</b>	<b>End Date</b>
1 year	April 2021	March 2022

#### **Information is taken verbatim from the application form.**

**Project Description:** The REACT employability model was initiated through support from Washington Area Committee, commencing delivery in January 2019. SNCBC were required to match the investment from WAC and did this through the Community Led Local Development Scheme (CLLD) and SNCBC reserves which enabled the programme to be delivered over a predicted 24-month period. In this time, we have engaged 174 residents of those 36 clients have entered employment and 25 have taken up further education/training. Working in partnership with local Organisations the project has developed a bespoke service for unemployed adults which we hope to develop in the longer-term into a social recruitment model. To date this has included Job Centre, SCC Welfare Rights, Washington MIND, SHaRP, local community volunteering projects such as Clean and Green, Bowes Railway and during the pandemic, Washington Community Hub. We support local residents to progress towards and gain skills to improve their opportunity of securing employment. The project will prioritise engaging the business/employer community primarily in the Washington area but more widely across the region to understand their recruitment needs and work with Washington residents through a mentoring approach to develop both their 'soft' and occupational skills to meet the requirements of employers.

We will continue to deliver the service to residents across the wards of Washington Central, East, North, South, and West with an enhanced service available to those client's resident in the CLLD areas of Washington. Our approach is underpinned by principles/objectives of Sunderland City Plan, employment and skills research paper, CLLD Sustainable development, and equal opportunities policies. The project will continue to address objective one of the CLLD Strategy by effectively engaging with male and female workless residents of the top 10% LSOA, who are not eligible to access alternative employability and skills support, enabling them to develop soft skills, progress towards and into employment. It will also contribute to CLLD objective 3 by working with the voluntary and community sector (VCS) in Washington to build capacity and improve partnership working and contribute to Washington Area Priorities by 'Improving the Job Prospects and Skills', linking with other VCS Organisations in the area, improving health/well-being by raising confidence/motivation, increasing household income in the Washington wards where unemployment rates are higher than the Sunderland and National average.

The current project staff include an Employment, Skills and Progression Officer, who delivers bespoke interventions, including facilitating learning opportunities in such as confidence and motivation, team working, budgeting and employment preparation courses targeted at a specific employer needs and emerging vacancies. We promote participation in community volunteering, providing clients with an opportunity to gain practical skills while also working in a team, improving motivation/confidence, making, and delivering a timed commitment, developing effective communication techniques as well as improving health and safety awareness, developing environmental, admin, kitchen assistant and customer service skills.

The IAG Employability Mentors (EM), who have experience of working with clients with multiple barriers (including health, age, literacy) provide individual and group interventions, producing better off in-work calculations, identifying individual/family living costs and effectively match client skills with emerging job vacancies. Support includes CV preparation, tailored job search techniques, support/completion of application forms, speculative letters, and interview techniques. Participants will complete an initial skills assessment which will inform an individually tailored and agreed comprehensive action plan to address employment barriers and progression and will be utilised as a review document to recognise progression/achievement and monitor progress towards individual goals.

The Employer Engagement Officer (EEO) delivers the third element of REACT working directly with local employers to secure emerging vacancies. We offer a bespoke recruitment service to employers and facilitate proactive matching/marketing of individuals skills. We promote the benefits of permitted work, part time hours, work trials, job sharing and job carving in line with clients' aspirations and capabilities. As each client secures employment, we will offer an ongoing in-work aftercare service to support both the employer and our client to identify any emerging concerns and issues and to facilitate addressing these in a timely manner.

The pre-pandemic prediction was that we would engage 241 residents over the 24-month period and predicted a 17% progression into work but to date have achieved a 22% conversion rate. The impact of the pandemic has understandably impacted resident's ability to look for work and this has impacted the number of registrations to the service. Also, those registered with the service have stayed within it for longer than was originally predicted and received more intensive handling and a wider breadth of support, particularly around budget management, mental health and well-being and befriending support. The reduced service that has run over the last year has led to savings in staff salaries which have enabled us to extend the predicted end date to July 2021 (NF project), with SNCBC meeting the additional running costs for the delivery base and beneficiary costs from their reserve allocation to the project. We do however feel that as the third lockdown starts to ease, and furlough tapers and closes as we move into early Summer 2021, there will inevitably be a rise in the unemployment rates, resulting in even more Washington residents needing help.

The service has continued to be delivered throughout the pandemic. As we went into the first lockdown, we moved staff to work from home offering a telephone and virtual service. We secured some funding through the Good Foundation to purchase tablets for some of our clients to enable home job search and zoom support meetings. We linked with the Community Hub to provide specific covid19 support and help with food parcels, fuel payment as well as befriending. In parallel we adapted our office layout to enable effective social distancing, sanitisation points etc and provided 'back packs' of individual resources to both staff and clients to minimise cross-contamination. We returned to a level of face-to-face meetings

across the Summer 2020 and continued delivering from our office base in Albany until the third lockdown when we have again reverted to home working.

£50,000 of investment would be matched with CLLD funds (secured) to enable the project to run for an additional 12 months. These figures are in line with the investment model set out in the original application submitted in 2018 and any inflationary increases are being met from the SNCBC match allocation to the project which will also be used to meet the additional costs of running the delivery base in Albany, additional admin support costs and beneficiary support for clients outside of the CLLD qualifying areas. The previous Neighbourhood Fund contribution has ensured the same level of support has been able to be offered to 'non CLLD eligible clients. We will engage with 150 people over the full 12 months delivery period and predict that 22% of those engaged (33) in 12 months will move into employment.

**Partnership:** SNCBC is an established delivery partner in Washington and as such we hold extensive knowledge of local provision. We have delivered employability support services since 1998 and have well established and effective working relationship with JCP. We currently deliver Wise Steps (Building Better Opportunities) programme from the Albany Centre and the provision identified in this application will complement that work. We are a member of Sunderland's Digital Partnership and ACES Financial Inclusion Partnership and work closely with the Citywide Welfare Rights Team and SHaRP. Our Employer Engagement Network enables partnership working with local employers and we manage a bank of work placement and volunteering opportunities. Locally we work with the Foundation of Light, Washington Millennium Centre, Washington MIND, Washington Trust, Bowes Railway Museum, Clean and Green project as well as local traders, schools, and we are an active member of the Washington VCS Area Network, being a nominated rep for the area. We have established working relationships with a range of grass roots Organisations from our delivery of the Washington Events programme, working with more than 50 local groups.

Objectives and goals	Forecast Dates
Set quarterly performance targets	01/04/21
Provide marketing materials to circulate to potential client group	30/04/21
Liaise with local Organisation's to embed referral mechanisms	30/04/21
Provide Quarterly Update and Review	July 2021 and every three months thereafter

## Outputs

<b>A Dynamic City</b>		
<b>A lower carbon city with greater digital connectivity for all</b>		
People who have an increase in confidence in using IT	113	15
People carrying out digital job searches	114	75
<b>More and better jobs</b>		



People into employment	121	33
People receiving information, advice, and guidance on benefits/debt	314	150

### Budget

Item and Description	Total Costs	Match Costs	NF Contribution
Salary Costs – CLLD match	£61,918.98	£30,959.49	£30,959.49
Premises, ICT, Tel etc – CLLD match	£24,767.60	£12,383.80	£12,383.80
Salary costs non-CLLD – Mentor average 7.5 hours per week x 39 weeks	£ 3,825.90		£3,825.90
Beneficiary costs – travel, training, interview clothes etc	£ 1,570.81		£1,570.81
Management costs inc personnel, finance, payroll, MI and returns	£ 1,250.00		£1,250.00
<b>Total</b>	<b>£93,333.29</b>	<b>£43,353.29</b>	<b>£50,000.00</b>

### Recommendation: Approve

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority of 'Support the voluntary and community sector to grow capacity and to provide additional services' by helping local residents to access employment and training opportunities, support and advice.

## **Washington Area Committee Neighbourhood Fund**

### **Proposal for Project Brief and Call for Projects for Positive Activities for Children & Young People 2021/22**

The Neighbourhood & Community Board considered the Task Group request to agree the next Project Brief to deliver the 'School Holiday Activities/Holiday hunger' programmes 2021/22 and recommends a 12mth programme, additional sessions to provide activity across all holiday periods, and additional £25,000 be added to the original budget – resulting in £15,000 per Ward to deliver activities over both age group. This equates to £7,500 per Ward per age group

Washington Area Committee is requested to consider the draft Project Brief detailed below and approve £75,000 Neighbourhood Fund for the Positive Activities for Children & Young People 2021/22 Programme

### **Project Brief for Call for Projects – Washington Area Committee Activities for Children and Young People – Holiday Activities Programme 2019 (Washington 8 – 10year olds/11 – 19year olds)**

#### **CALL FOR PROJECTS**

Washington Area Committee would like to invite local Voluntary and Community Sector (VCS) groups and non-profit making organisations to submit an application for each of the Wards of Washington Central, Washington East, Washington North, Washington South and Washington West, that will develop and deliver activities for children and young people in all holiday periods From **May 2021 (Whitsun) to Easter 2022**. Applications will be considered from VCS groups who have a Management Committee, constitution and bank account with dual signatories. VCS groups must adhere to accounting requirements in accordance with the Companies Act.

#### **This call is to deliver activities in all Washington Wards**

##### **1. Introduction and Background**

- There is an opportunity for local VCS groups and organisations, with relevant requirements, qualifications/training, and a track record of working with children and young people in the Washington area, across a range of age groups, to deliver a project on behalf of Washington Area Committee.
- The Committee has identified a need to provide positive activities during all school holiday periods within each of the 5 Wards, for children and young people in two age groups: 8 to 10 years old and 11 to 19 years old.
- It is also recognised by Washington Area Committee that extended holiday periods can provide a challenge for some parents and families with regards to ensuring children have access to a nutritious meal during those periods.

##### **2. Project proposal**

Area Committee would like to offer an opportunity for appropriate groups and organisations to submit proposals which:

- Deliver a programme of activity from **May 2021 (Whitsun) to Easter 2022** which offers a range of opportunities for children and young people resident in the Washington area and offers activities for differing interests and abilities
- Recognises other provision in the area and ensures that this proposal will be in addition to and compliments existing or proposed provision during the holiday periods. You should demonstrate your knowledge of the relevant ward and

current/already planned provision available for this age group and if relevant, demonstrate proposed provision is in addition to the applicants core offer over school holiday periods

- **Applications should recognise the role that local grassroots organisations can bring identifying small groups who can add value to any proposed programme and be involved in the project**
- Deliver a range of choices for children and young people – some examples include indoor/outdoor physical activities, games, mentally stimulating fun activities, arts and crafts, and cooking, nutrition or health related
- All sessions/provision must include a nutritious snack or meal
- Increase the number of children accessing positive activities by setting achievable targets
- Whilst the Committee is not determining how many sessions per Ward per age group should be included in each proposal, the Committee would like to see provision of a **minimum** of 12 sessions delivered in each of the relevant **Washington Wards for each of the age groups** during the identified holiday periods.
- **Applicants are asked to involve local Ward Councillors in identifying the relevant hotspots and gaps in provision – tell us how this will happen in your application**
- Provide a creative and innovative programme of activity
- Identify locations/venues where sessions will be delivered using local facilities where possible (Washington facilities)
- **Include details of how the activities will be promoted and will acknowledge Washington Area Committee Sunderland City Council support.**
- Ensure all beneficiaries reside in the Washington area
- Identify and include details of match funding which could include income generation, linkages with projects/groups across the City and further external funding sources
- Provide a comprehensive breakdown of costs

### 3. **Context and Broader Strategies to Consider**

To ensure a joined up approach links should be established with the following:

- a. Sunderland City Council: Sport & Leisure
- b. Local VCS Organisations

### 4. **Budget and timescales**

Please note each proposal needs to provide value for money. The total budget for this call is **£7,500 per Ward per age group**. Please note this is the total budget available for all projects per Ward and age group received for this Call **NOT** per project application. Where applicants work in partnership or collaborate with other providers to deliver joint programmes, those applications will be weighted accordingly as part of the assessment process. Organisations are eligible to apply for one or more Wards and both the age group but need to show in your application the detail of each programme per Ward.

<b>Deadline date for return of applications</b>	<b>1<sup>st</sup> April 2021</b>
Appraisal and consultation on applications	Xx April 2021

Area Committee decision (Neighbourhood Community Board)	Xx April 2021
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5. **Application form and Return date**

Please contact Karon Purvis at [karon.purvis@sunderland.gov.uk](mailto:karon.purvis@sunderland.gov.uk) for an application pack or to discuss developing the project. The deadline date to return the completed application with any necessary supporting documents is **xxx April 2021**.

6. **Queries**

If you have any questions regarding the application process please do not hesitate to contact Karon Purvis Area Community Development Lead (Washington) on 0191 561 2449 or at [karon.purvis@sunderland.gov.uk](mailto:karon.purvis@sunderland.gov.uk)

**Recommendation: Approve**

The Neighbourhood and Community Board recommend approval of this project, which delivers to the Washington Area Investment Delivery Plan Priority of Support for Young People and 'Support the voluntary and community sector to grow capacity and to provide additional services.'