

19<sup>th</sup> October 2016**REPORT OF THE CHAIR OF THE PEOPLE BOARD****People Board Progress Report****1 Purpose of Report**

- 1.1 To provide an update of progress against the current year's (2016/17) People Board Work Plan.

**2. Background**

- 2.1 Earlier this year the Local Area Plan's priorities associated with People were referred to the West People Board to action on behalf of the Area Committee. The People Board continue to initiate action on those priorities and **Item 3 Annex 1** outlines progress to date.

**3 Area Governance Arrangements**

- 3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-
- a. Influencing decisions on services delivered at a local level; and
  - b. Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensures maximum impact, where necessary through utilising its own resources.
- 3.2 Area Place and People Boards were set up to support the Area Committee in identifying areas' of priority and ensure action taken in line with those priorities.
- 3.3 Each ward has one elected member representative, whose role it is to liaise with their ward colleagues in between meetings and feedback collective views into the Board meetings. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that the Board is not a decision making body and the work / recommendations of the Board will be presented to the Area Committees for final endorsement. Elected member representation on the People Board for this Area Committee is as follows:-

<b>Ward</b>	<b>People Board Membership</b>
Chair	Cllr Rebecca Atkinson
Barnes	Cllr Michael Essl
Pallion	Cllr Celia Gofton
Sandhill	Cllr Jacqui Gallagher
Silksworth	Cllr Pat Smith
St. Anne's	Cllr Susan Watson
St Chad's	Cllr Gillian Galbraith

**4. Key Areas of Influence/Achievements up to 7 October 2016**

- 4.1 Outlined below is a summary of the key areas of influence / achievements of the West People Board up to 7 October 2016.

<b>Influence: Work in partnership with the Sunderland Clinical Commissioning Group (CCG) to reduce social isolation and mental health issues through prevention and improved communication</b>
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People Board (July 2016) received a comprehensive presentation from Janette Sherratt, Commissioning Lead for Mental Health from the CCG. This presentation explained the steps currently being taken to transform the CAMHS service (Children's and Adolescent Mental Health Service) alongside a large-scale cultural change
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across the city to recognise the need to talk about mental health openly to then move forward and to make a positive change.

One of the work-streams to support this change is being led by Simon Marshall, the Council's Director of Education. The work stream is focusing upon 'Thriving / Coping' also supported by public health. The primary focus of this group will be promoting resilience and self-help, developing mindfulness approaches and increasing the capacity of the universal work force to meet the mental health needs of children, young people and their families including the development of the mental health lead role in schools.

The Chair of the Area Committee and the West Area Co-ordinator met with Simon Marshall to understand the work stream noted above, to determine how best the West Committee could support the wider strategic direction for the city. Simon explained that promotion of resilience is key, to build the ability of a community to prevent, offer support and intervene, where appropriate, successfully, in connection with mental health issues. Children, young people and families often need timely, low-level support to adjust to life's circumstances, where they may be faced with temporary difficulties. Often the best intervention is within the community, with the possible addition of on-line self-support.

At the September People Board members agreed to recommend to Area Committee to approve the development of the Young People's Mental Health and Wellbeing programme utilising their remaining West Health Plan funding, utilising part of the funding for training and local VCS website improvements, the remaining funding for various small call for projects, to be agreed at a future People Board. See **Item 5** for financial breakdown.

#### **Influence: Design, delivery and review of People based services devolved to Area Committee**

Sport and Leisure Joint Venture – Everyone Active update for the first quarter was presented to the September People Board. Centres are very busy and due to the new Everyone Active card, they are able to analyse use to ensure the very best, and most relevant services are being delivered. Swimming lessons are particularly popular as are the health and fitness suites. The LTA Tennis Roadshow was very popular with 238 children signing up to take part. The all-weather pitches at the sports complex have been refurbished and they are very popular. Slope maintenance is also underway ahead of the new winter season.

#### **Area Priority: Support vulnerable communities to tackle poor health, worklessness and raise their aspirations**

##### **Community Helpers**

- The six Community Helpers continue to deliver across the six wards within the West. They are all working incredibly hard to engage with communities and those most in need.
- The Helpers updated the West GP Practice Managers in August to further encourage GP's to sign-post to the Helpers, where appropriate. Using case study examples to present help offered so far, alongside real success stories.
- The Community Helpers have shared case studies with their ward Councillors and will attend the People Board in November to share important lessons learnt to-date.

##### **WIRES 2**

The project has engaged Tudor Grove, Farringdon, Academy 360, Sandhill View and Pallion School. All schools were eager to work with WIRES.

Tour of Unipres was arranged with some teachers and pupils so they could see the contacts that WIRES has and the potential link

	<p>to employers mentoring.</p> <p>WIRES are using social media to engage with young people. Interestingly during the summer holidays young people who are this year's school leavers accessed WIRES based on the word-of-mouth process. WIRES hosted an opening day at Parker House which was advertised on the Facebook Page and invited representatives from Shaw Trust, National Careers Service, Community Job clubs, Wise Group and training providers. Seven young people engaged and have successfully progressed to other learning including Phoenix Training, Achieve Training and Learning Skills.</p> <p>WIRES continue to increase employer engagement and the project lead is currently in talks with companies including 'More Than' and Sunderland City Council Contact Centre', to offer tours and talks to young people regarding work.</p> <p>WIRES also continue to build relationships with Leaving care and Youth Offending to work with their young people and offer some free training in partnership with Northumberland College for CSCS Card training including Health and Safety qualifications and Level 1 Construction Skills.</p> <p>WIRES are currently developing a relationship with Portland school to engage with their pupils and offer some practical work experience at Parker House.</p>
<b>Area Priority: Develop and encourage partnerships between education and business</b>	
<b>Enterprise in Schools</b>	<p>A report was presented to the People Board in April regarding opportunities for young people to think about Enterprise whilst at school.</p> <p>Embedding enterprise into the curriculum is crucial if we are to offer an alternative route to economic activity and create new businesses within the city, giving choice to those who would rather work for themselves or who have a business venture idea.</p> <p>The People Board asked that the West business Directory was shared with the schools in the West so that they are able to make contact with Sunderland businesses immediately, to improve their links and allow greater access to business mentors.</p>
<b>West Enterprise</b>	<p>Update on Enterprise in the West was presented to the People Board in September. 5 new businesses have been supported to-date.</p> <p>The 5 new businesses established, have supported West people who were previously unemployed.</p>
<b>Area Priority: Create healthy lifestyles through targeted activities, events and communication</b>	
<b>Healthy Lifestyles</b>	<p>Healthy Lifestyles Co-ordinator was heavily involved in the delivery of the Road to Rio event. Delivery of the Cultural Passport element of the project is going well.</p> <p>Project outputs to-date:</p> <ul style="list-style-type: none"> <li>19 No. Change 4 Life Clubs established</li> <li>16 No. Schools now actively engaged with healthy lifestyles activity</li> <li>182 No. Children attending clubs who did not previously engage</li> <li>88 No. Volunteers trained</li> <li>2-4 No. Change 4 Life Champions appointed per club</li> <li>20 No. pupils received 'playmaker award' training</li> </ul>

	<p>4 No. Change 4 Life festivals held  5 No. Schools supported with additional general PE advice  5 No. Cultural Passport activities offered to every school</p> <p>A full update is to be presented to November People Board to ascertain future direction to work with schools to ensure the more vulnerable young people are given the opportunity to increase their physical activity as well as improve their overall mental health and feelings of wellbeing.</p>
<b>West Event 2016 – Road to Rio</b>	<p>To support the delivery of its healthy lifestyles priority, the Area Committee agreed to fund a large-scale ‘Road to Rio Event in Barnes Park 30 June to 2 July. The key message to be shared during the event was one of peace, friendship and demonstrating the seven Olympic principles during our everyday lives.</p> <p>The first two days of the event were for West Schools to attend 16 schools attended the event which equated to 536 children. The children took part in 18 activities.</p> <p>Each of the schools were allocated a country to represent and they made school flags, Olympic torches and banners. When they arrived at the event they walked a lap of the event space as part of the ‘opening ceremony’. The school feedback has been incredibly positive.</p> <p>The third day was a family fun day. It was very well attended with over 5000 people in attendance throughout the day. 26 activities were available for families to enjoy as well as music on the bandstand. The feedback received from visitors throughout the date was incredibly positive.</p> <p>The lasting legacy from the event includes:</p> <ul style="list-style-type: none"> <li>• West Voluntary and Community sector working more together to share resources as well as enabling further opportunities for the sector to work with schools</li> <li>• Schools further embedding change for life clubs into their school programme, recognising the importance of physical activity</li> </ul> <p>The event was held safely with no issues reported.</p> <p>The full detailed event evaluation report can be found at <b>Item 2, Annex 2.</b></p>
<b>Area Priority: Develop activities for young people to reduce holiday hunger, encourage healthy lifestyles and improve their local environment</b>	
<b>Holiday Hunger</b>	<p>June Area Committee approved funding for a programme of Holiday Hunger activities across the School holidays from July 2016 through to May 2017.</p> <p>The programme which offers a healthy meal as a core part of the programme, is delivering activities which encourage young people to become environmentally aware; physically active and support their local community.</p> <p>Projects are monitored closely by the Area Arrangements Team</p>

	<p>and include specific funding conditions in relation to activities being delivered which support both West People and Place priorities.</p> <p>A detailed update on project delivery to-date is to be presented to the People Board in November. However the headline figures from the West Summer 2016 Holiday Hunger activities are as follows:</p> <p>Total number of sessions delivered - 121  Total number of children who attended sessions - 827  Total number of meals provided - 2179  Total number of families sign-posted to other providers for support - 41</p> <p>The programme for the October half-term has been circulated across each ward to ensure maximum attendance. The Council's intelligence hub is being used to support each project to target families most in need, ensuring they receive communication and promotional materials to take-up the offer of activities.</p>
<p><b>Area Priority: Work with the West Voluntary and Community Sector to ensure they are focused and enabled to strengthen their position and long-term delivery strategy</b></p>	
<p><b>External Funding</b></p>	<p>Area Arrangements Team now has access to and has been trained in the use of GRANTfinder software and regularly research and share information with the VCS network, as and when funding opportunities arise. VCS organisations continue to apply for the opportunities and are keen to continue to receive alerts.</p>

## 5. Recommendations

- 5.1 Note the content of the report.
- 5.2 Members are requested to consider the progress and performance update with regard to the West People Board Work Plan for 2016/2017 **Item 3 Annex 1.**

**Contact Officer:** Helen Peverley, West Area Co-ordinator Tel: 0191 561 7532  
Email: [Helen.peverley@sunderland.gov.uk](mailto:Helen.peverley@sunderland.gov.uk)