

WASHINGTON AREA COMMITTEE

AGENDA

Tuesday 14th January, 2014 at 6.00pm

VENUE – Washington Multi Purpose Centre, Ayton Road, Oxclose Village, NE38 0DA

Membership

Cllrs Scaplehorn (Chair), Dianne Snowdon (Vice Chair - Place), Williams (Vice Chair - People), Farthing, Fletcher, Kelly, Lauchlan, F Miller, G Miller, Padgett, David Snowdon, Thompson, D Trueman, H Trueman. Walker,

PAGE 1. Chairman's Welcome: (a) **Apologies for Absence:** (b) (c) **Declarations of Interest; and** Minutes of the last meeting held on 26th September 2. 2014 3. Place Board - Progress Report 11 (copy attached) 4. **People Board – Progress Report** 19 (copy attached)

Contact: Paul Wood, Governance Services Officer

Email: Paul.wood@sunderland.gov.uk

Karon Purvis, Washington Area Officer Tel: 561 2449

Tel: 561 1044

Email: karon.purvis@sunderland.gov.uk

Information contained in this agenda can be made available in other languages and formats on request.

5.* Financial Statement and Proposals for further allocation of Resources

(copy attached)

6. Partner Agency Reports

a) Area Community Voluntary Sector Network

53

(copy attached)

ELAINE WAUGHHead of Law and Governance

6th January, 2014

^{*} Denotes an item relating to an executive function

At a meeting of the WASHINGTON AREA COMMITTEE held at WASHINGTON FIRE STATION MAIN HEADQUARTERS on THURSDAY 26TH SEPTEMBER, 2013 at 6.00 p.m.

Present:-

Councillor Scaplehorn in the Chair

Councillors Fletcher, Kelly, Lauchlan, G. Miller, D. Snowdon, D. Trueman, H. Trueman, Walker and Williams.

Louise Butler - Chief Executives
David Hardy - City Sevices

Paul Wood - Commercial and Corporate Services

Jane Eland - Children's Services Lorraine Hughes - Children's Services

Alan Caddick - Health, Housing and Adult Services

Tim Ducker - Office of the Chief Executive

Jacqui Reeves - Washington Mind John Rostron - VCS Representative

Steve Anderson - TWFRS

Sergeant Ron Hyde - Northumbria Police

Colin McCartney - Gentoo Claire Tulley - NEXUS

Members of the Washington Community.

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Farthing, F. Miller, Padgett and D. E. Snowdon. Karon Purvis and Kasia Kurowska.

Declarations of Interest

Item 5 Annex 1 – Financial Statement and Proposals for further allocation of Resources

Councillor Scaplehorn made an open declaration in the Golden Age People Call for Projects application as a member of the Springwell Village Community Venue Management Committee and therefore withdrew from the meeting prior to discussion of the application.

Minutes of the Last Meeting of the Committee held on 20th June, 2013

1. RESOLVED that the minutes of the last meeting of the Committee held on 20th June, 2013 (copy circulated) be confirmed and signed as a correct record.

Place Board - Progress Report

The Chair of the Place Board submitted a report (copy circulated) to provide the Committee with an update of progress against the current years (2013/14) Place Board Work Plan.

(For copy report – see original minutes)

The Chairman of the Area Committee presented the report in the absence of the Washington Area Place Board Chairman and advised that the Dog Control Orders Report would be presented to Cabinet in November and asked if any Members had any suggestions for possible locations of the control orders, to let the officers know.

The Chairman commented that he was keen for the Village Centre work to progress under the Responsive Local Services item and introduced Tim Ducker, Cycle Network and Public Rights of Way Officer who updated the Committee on the work to be done at Princess Anne Park.

2. RESOLVED that the Committee

- (i) Considered the progress and performance update with regard to the Washington Place Board's Work Plan for 2013/14
- (ii) Noted the additional installation of goalposts at a Ward level, and recommended sites as detailed in the achievements table for consideration.
- (iii) Noted the Flooding Update as detailed under Annex 2
- (iv) Noted the Executive Summary in relation to SIB for the Community Health and Green Spaces Report as detailed under Item 5 Financial Statement and Proposals

People Board – Progress Report

The Chair of the People Board submitted a report (copy circulated) to provide the Committee with an update of progress against the current years (2013/14) People Board Work Plan.

(For copy report – see original minutes)

Councillor Williams presented the report and advised that the services available for older and vulnerable people would be considered under Item 5 – Call for Projects.

In relation to reviewing and influencing the health agenda, Councillor Williams advised that a meeting had been arranged with the Clinical Commissioning Groups to take place in November to discuss the development of effective links.

Councillor Williams introduced Lorraine Hughes, Public Health Lead who advised the Committee that they were undertaking a comprehensive review of Sexual Health Services and the Council were responsible for Open Access Contraception Services and a significant amount of spend from the public health budget goes on sexual health.

Ms Hughes advised that they were hoping for a draft report by the end of November and asked for the Area Committee to give consideration on if they wish to be involved and for the review to come back to Area Committee/Boards for input from Members.

Councillor Williams asked Members if they wanted to be included in the review and to what degree.

Councillor Kelly commented that this was an essential part of what the Area Committee should be involved in as it provides the demographics of the area and he would like to see the Committee support this, even if it was just for discussion and awareness.

Members agreed for the review to be an agenda item for a future meeting of the Committee.

In relation to Integrated Wellness, Ms Hughes advised of a stakeholder event taking place on the 15th November in which they were seeking representation and for Washington to feed in their views. Further information would be circulated on this.

Councillor Williams introduced Berni Whitaker, Enterprise Manager to give a presentation/update on the Washington Managed Workspace. Ms Whitaker informed the Committee that planning approval was granted in January of this year and work started on the 1st July with an anticipated 33 week schedule to open early in 2014.

Ms Whitaker commented that a tremendous amount of work had been done so far and they now had a big job in getting the building filled and they were busy developing the brand/marketing as well as looking at rent levels.

Councillor Kelly commented that he was more interested in the facts/costs and that it needed to be affordable for new businesses, he was concerned that there were not enough parking spaces and he would have liked more in-depth details.

Ms Whitaker advised that all of that work was being done and the Business Investment Team manage other incubator centres so they have an idea of what the rents/incentives should be and she was quite happy to come back to Committee with these details when available.

Councillor G. Miller referred to the parking spaces and commented that he had a memory of a higher figure and queried why this had been reduced.

Ms Whitaker advised that the interior remodelling had an impact on turning spaces and they had lost space due to bin storage etc.

Councillor H. Trueman commented that he felt this was a super building and that he just hoped the Business Investment Team gives us the help to look at Crowther/Swann Industrial Estates and tackling those awful buildings on the trading estates.

Ms Whitaker commented that this building would have a knock on effect and acknowledged that there needed to be a balance between Business/Industrial use and the issue of displacement was a massive challenge.

Councillor David Snowdon commented that this was a great opportunity for Sunderland to attract new business and referred to past comments he had made in relation to setting up a business club that would provide a marvellous opportunity to bring businesses together and give them some help.

Ms Whitaker advised that there was a business network in place but maybe it needed to have a focus on Washington in particular.

Councillor Williams commented on the need for marketing and to get the details out as soon as possible so people are aware of the building and the opportunities there.

Ms Whitaker advised that the team were working on this and they were hoping to have the marketing materials done and out by the end of October and also advertising through the relevant agents etc.

Councillor Kelly enquired if we had made any direct marketing to those who privately owned the lesser quality units we have in the area that may be looking to relocate as he did feel we have had long enough to market and generate interest in the new building.

The Chairman commented that Ms Whitaker will have picked up on the general feeling Members have by their comments but on the other side this was a very positive piece of work but we needed to look at the rent levels etc to make sure there was a take up of the building.

In relation to the car parking spaces issue, Neil Revely, Executive Director, People Directorate enquired if there were Cycle Rack/routes available. Ms Whitaker advised that there was suitable provision available.

In relation to the work surrounding Anti Social Behaviour at Sulgrave Flats, Alan Caddick, Head of Strategic Housing informed the Committee of the £80,000 received

from the Crime Commissioner and that a bid had been made to the Rogue Landlords Fund also.

Mr Caddick advised that things were progressing and that they hoped to see outcomes soon. A meeting was being arranged to brief Ward Members and a meeting with the management committee of the flats was also being arranged to start and engage more.

In relation to Items 19 and 20 of the workplan, Councillor Miller commented that personally he would like to see the Committee receive feedback from Karen Mallin of SNCBC and Karen Alexander in relation to the business breakfast in which nothing has been progressed.

Councillor Williams suggested that they be invited to the next Area Committee meeting scheduled for January.

Ms Whitaker informed the Committee that Karen Alexander had been seconded into another role so she would investigate further as to who would pick this issue up within the team.

The Chairman commented that a lot of hard work and money had gone into the business breakfast so it shouldn't just be left or stopped.

Councillor Kelly commented that he was disgusted that a staff member had been seconded without the work being passed over to another officer to take forward and felt too many jobs/pieces of work were starting to slip.

Councillor Williams commented that the Committee needed the appropriate officer from Ms Whitakers team to attend the next Board meeting to give some answers on what will be done.

- 3. RESOLVED that the Committee
- (i) Considered the progress and performance update with regards to the Washington People Board Work Plan for 2013/2014
- (ii) Members considered the People Board recommendations in relation to the successful applicants to take forward the Addressing Social Isolation Project for Older People as detailed under Item 5 Financial Statement and Purposes.

Financial Statement and Proposals for further allocation of Resources

The Chief Executive submitted a report (copy circulated) to request the Committee's consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB), Healthy City Investment Funds that would benefit the area and to note the Community Chest initiatives that would benefit the area.

(For copy report – see original minutes)

Call for Projects

In relation to the Project for Capacity Building for Washington Social Clubs, Councillor David Snowdon queried why we were funding Age UK to provide something they should already be doing.

John Rostron, VCS Representative advised that the bid had been generated by the Washington 50+ Club rather than Age UK itself.

Councillor G. Miller commented that the proposal would provide a Day Club Coordinator and had scored 47 out of a possible 50 points available so whilst it was right we have to keep an eye on if these projects are a good use of resources, he felt this one was worthy of approval.

Councillor David Snowdon commented that the fact the bid was from Washington 50+ Club did put a different slant on the proposal.

Councillor Kelly queried why the bid had come in under the Age UK name, which did have substantial resources of their own, however he did think this proposal was value for money and would support the project.

Mr Rostron commented that he believed it was purely around working with the Washington 50+ Club that had been set up.

Councillor Williams advised that each group would only receive £1000 funding up front and monitored so that any issues can be identified/rectified before they would receive the remaining funds.

Councillor Kelly commented that he was happy to fund a Washington group but not a Sunderland wide organisation.

The Chairman commented that we have to make sure the monitoring process is followed and took Members point that the wording of the project organisers was misleading.

In relation to the Wearside Women in Need project, Councillor Kelly commented that we already pay for this service through the Council.

Councillor G. Miller commented that he was happy to support this proposal but the previous comments made in relation to the Age UK application also applied here as Wearside Women in Need also have their own resources, however the project had been independently assessed and scored 47 out of 50 but we just needed to be mindful of which organizations applied for funding.

Councillor Kelly commented that he was happy to fund a project that is going to help a person but felt it should not be used for printing posters etc.

The Chairman commented that in order to help people, the service would need to be publicised and advised that this had been scored independently with monitoring being the key to these projects so that the money will be stopped should they not be working.

Ms Butler advised that visits would be undertaken to see if the projects were meeting their objectives and achievements before the rest of the money would be allocated.

Having agreed the proposed Call for Projects, the Chairman informed the Committee that there was a £10,000 underspend, therefore proposed that this money be kept for further projects that may possibly come forward to be scored and agreed at a future meeting. This was duly agreed by Members.

In relation to the SIB application for the Washington Community Health and Green Spaces project, Mr Ducker provided an update, advising that work was advancing for detailed designs and that additional monies were being obtained through other streams and external funding with hopes to connect links to Nissan also. All of this had been made possible through the endorsement of the Area Committee.

Councillor Thompson enquired if there had been any movement on a circular cycle route around the Galleries Shopping Centre.

Mr Ducker advised that there had been no movement but discussions had taken place with the Galleries but we couldn't do it all as this may affect their parking provision. The Galleries management were on board however as there was a clear business case for more cycle access.

4. RESOLVED that the Committee:-

- i) Noted the financial statements set out in the report.
- ii) Approved the SIB Call for Projects applications as detailed under Paragraph 2.2.1 and Annex 1 of the report totalling £20,774
- iii) Approved the £50,000 SIB ring fenced from the 2013/14 budget for the Community Health and Green Spaces Project and £50,000 ring fenced from the 2012/13 budget as detailed in Annex 2 of the report
- iv) Noted the 19 applications for Community Chest agreed and supported from the 2013/14 allocations, between June September as set out in Annex3 of the report

Partner Agency Reports

Area Community Voluntary Sector Network

The Washington Area Community Voluntary Sector Network submitted a report (copy circulated) to provide an update with regard to the Washington Area Community and Voluntary Sector Network

(For copy report – see original minutes)

Mr Rostron provided an update advising that representatives had been involved with the VCS relationship transition project that the Council had instigated and one representative would be invited to sit on the Board to help take the project forward. Mr Rostron advised that he would be happy to keep Members updated on this and report back to the People Board.

Mr Rostron commented that at the last network meeting concerns had been raised over the possible duplication of work in relation to the One Directory and he was happy to discuss this outside of the meeting with lead personnel if they so wish.

Mr Rostron also advised that there was still a reasonable pot of money available for grants for a whole host of things such as carers and such like, if Members wanted to direct people to the VCS.

5. RESOLVED that Members noted the report and considered the opportunities and issues raised by the Washington ACVSN.

Police Update

Northumbria Police provided a report (copy circulated) and verbal update informing the Committee of Washington Police Mid Year Performance Report – Data taken from 12th August 2013.

(For copy report – see original minutes)

Sergeant Ron Hyde informed the Committee that in addition to the figures contained within the report, the 2012 figures showed 379 instances of Domestic Violence, with only 338 for the year to date. Sergeant Hyde advised that he could send these figures to Members if they wished, could see him after the meeting or if they wanted more specific information to let him know.

In response to Councillor Thompson's request for the Domestic Abuse figures to be included regularly in future reports Sergeant Hyde advised that this would be possible.

Councillor Thompson commented that this issue was grossly unreported by victims so we should be looking at an increase in reporting so we can tackle the instances of abuse from happening.

Sergeant Hyde commented that there had been a 10% reduction in reports but 59 more instances had been detected via thorough work by the Police to get a real drive in the reduction of domestic violence.

Councillor H. Trueman commented that there should be an increase in reporting as a greater awareness is achieved and referred to a video shown at the Safer Sunderland partnership which informed of the cameras installed on Police body armour which have led to prosecutions of perpetrators of domestic abuse even

where the victim would not press charges and informed the Committee that the Safer Partnership had given extra funding for officers to obtain these cameras.

Sergeant Hyde commented that the whole focus of tackling domestic violence has changed dramatically.

Councillor Miller commented that there had been a remarkable reduction in Anti Social Behaviour and the money spent by the Area Committee had helped this and he was delighted with the figures and the excellent job carried out by the Police.

The Chairman thanked Sergeant Hyde for his report

6. RESOLVED that the report be received and noted

Tyne and Wear Fire and Rescue Service Update

The Tyne and Wear Fire and Rescue Service submitted a report (copy circulated) and verbal update advising the Committee of their comparative performance statistics between the periods of 01 January 2012 – 31 July 2012 and 01 January 2013 – 31 July 2013.

(For copy report – see original minutes)

Steve Anderson, Station Manager presented the report and advised that if any Members needed Ward specific figures, to let him know and he could provide them where available.

7. RESOLVED that the report be received and noted.

Strengthening Families

Jane Eland, Youth and Washington Locality Manager provided a powerpoint presentation informing the Committee of the work on Strengthening Families and Promoting Community and Family Resilience.

(For copy presentation – see original minutes)

Ms Eland advised that she would be happy to bring back case studies to the People Boards to show how this was working if Members so wished.

In response to Councillor G. Miller's query as to when we would get to the stage that we could see the Council saving money and how long it would be before we would see improvements, Ms Eland advised that we were already starting to see these as we had the systems running already.

Councillor Miller suggested that this be fed back in the Annual Review.

In response to Councillor Thompson's query if there had been any problems with information sharing, Ms Eland advised that there had been issues with Health bodies but we were working on that.

Mr Caddick advised that there are Partnership Boards and Steering Groups which is where the information is shared, the issue is with referrals which is where Members could help. Schools are not referring as much as they could and Members/Governors could help in raising the profile as the more we can work with the families the more we will see the cost benefits.

Councillor Williams commented on the need to do something for those people that won't sign up.

Ms Eland advised that they were getting a lot of assessments from Social Care and getting more people signed up through engagement.

8. RESOLVED that the presentation be received and noted.

The Chairman thanked everyone for their attendance and closed the meeting

(Signed) B. SCAPLEHORN, Chairman.

14th January 2014

REPORT OF THE CHAIR OF THE PLACE BOARD

Place Board Progress Report

1 Purpose of Report

1.1 To provide an update of progress against the current year's (2013/14) Place Board Work Plan.

2. Background

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

3. Key Areas of Influence/Achievements up to 31 December 2013

3.1 Outlined below is a summary of the key areas of influence / achievements of the Washington Place Board up to 31 December 2013.

Action Taken	Outcome			
Influence: Local Development Fr	amework (LDF) Core Strategy			
Members were consulted on the process for the review of the Core Strategy, sharing views and feeding into the public consultation process	 Members to bring local knowledge to inform the development of the future policy. Washington area issues, reported to December Place Board include: Concerns over housing provision/distribution, use of brown field sites, land availability including green belt Employment Land Review Strategic site - Land north of Nissan including cross boundary working re transport links Green belt – Sulgrave and Springwell Retail – Galleries key major retail centre Leamside Lane - development of transpor links 			
	Next steps include gathering key evidence to address key issues raised (across the City) and to inform the proposed document with preparation of the publication of the Core Strategy for examination due late Summer 2014. Further reports to Place Board.			
Influence: Responsive Local Ser				
Highways Capital Maintenance 2014/2015	The Board received information on the process for members to influence and prioritise the areas of capital maintenance works for 2014/2015, with 25% of the capital maintenance budget identified for influence.			
	Further information will be presented to Place Board in February and to Area Committee identifying locations for consideration by Members for inclusion in the capital maintenance programme. These areas will have been identified			

from a number of sources including members, residents and Highways staff.

Influence: Public Protection and Regulatory Service (PPRS)

The Place Board was provided with information on the statutory services and functions within PPRS and how the board may influence each of the functions at a local level.

The board requested clarity on the process and communication of actions taken in response to reports of underage drinking and sales between the Council and partners. This was to ensure the appropriate action was taken and feedback and information provided to residents and members. The board requested information re pest control and licensing of scrap metal dealers. This service will attend Board regularly to give further updates and to discuss opportunities for Area Arrangements to influence service delivery

Area Priority: Deliver Responsive Services through a co-ordinated partnership approach

Joint working and co-ordinated approach to deliver neighbourhood management and improvements to the area through partnership working.

Details of proposed activities, initiatives and partnership working to deliver neighbourhood improvements were presented to both the October and November Boards. A programme of works has been identified and includes proposals and opportunities to encourage partners and the voluntary and community sector to engage.

Area Priority: Investment in Washington's built and natural environment

Village Centres Improvement Project

Washington Area Committee has undertaken to work responsively to influence local delivery of Street Scene services (RLS). The Place Board work plan has included activity re partnership working to deliver a co-ordinated approach to neighbourhood management and improvements – which can involve local communities and VCS organisations to deliver the Committee's Place priorities where appropriate. Area Committee approved a 'Project Matrix' approach to neighbourhood improvements which included village centres, industrial areas, plantations and shrub beds, parks etc.

Following a number of 'walk abouts' at a Ward level with local Members and relevant 'follow up' meetings, the Area Response Manager has worked with relevant officers to identify a programme of works to contribute to developing and improving Village Centres.

Members of the Place Board agreed a recommendation to Area Committee to align SIB funding to support the implementation of the Village Centre Improvement Project.

Full project proposals, programmes of work and

	antions are included under Item 5 Financial
	options are included under Item 5 Financial Statement for SIB and Community Chest including
	a recommendation to approve SIB to deliver a
	range of neighbourhood improvements across all
	Wards of Washington
Washington Leisure Village	Members have received regular progress reports
Development	and planning permission is now in place for the
	new Washington Leisure village. A further update
	will be presented to Area Committee in April 2014
Princess Anne Park	Funds have been secured and contractors will be
	in place by December 2013 to undertake the
	improvements and reinforcement works to the
	stream bank and bridges, which were damaged by
	flooding. A re-assessment of a master plan for the
	park which was completed some years ago will be undertaken with a view to consider how best to
Concord Shopping Centre	take forward priority activity. A proposal from the People Board's Business
Improvements	Engagement & Enterprise Working Group includes
Improvements	measures to implement 'a local approach to
	employment and enterprise' including measures to
	re-invigorate Concord Shopping Centre.
	This will include Street Scene improvements, a
	retail support project, a marketing campaign re
	'shop local', and support for the formation of a
	Traders Association for independent Traders.
Area Priority: A well connected	
Community Health and	Capital works are now well underway. The next
Green Spaces Project	Steering Group will take place in January where
Green Spaces Project	Public Health will be invited to attend and to help
Green Spaces Project	Public Health will be invited to attend and to help drive forward one of the key outcomes of the
Green Spaces Project	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community
Green Spaces Project	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and
Green Spaces Project	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community
Area Priority: A cultural identity	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington
Area Priority: A cultural identity To consider how the local offer	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re
Area Priority: A cultural identity To consider how the local offer	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda.
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss:
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture and heritage?
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture and heritage? • What has been achieved to date in Washington? • Is heritage and culture still a priority for the
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture and heritage? • What has been achieved to date in Washington? • Is heritage and culture still a priority for the Area Committee?
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture and heritage? • What has been achieved to date in Washington? • Is heritage and culture still a priority for the Area Committee? • How can Washington inform and linked to
Area Priority: A cultural identity To consider how the local offer can contribute to the City's Cultural Strategy	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture and heritage? • What has been achieved to date in Washington? • Is heritage and culture still a priority for the Area Committee? • How can Washington inform and linked to the City's proposed strategy?
Area Priority: A cultural identity To consider how the local offer can contribute to the City's	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture and heritage? • What has been achieved to date in Washington? • Is heritage and culture still a priority for the Area Committee? • How can Washington inform and linked to the City's proposed strategy? Under Item 5 Financial Statement for SIB and
Area Priority: A cultural identity To consider how the local offer can contribute to the City's Cultural Strategy	Public Health will be invited to attend and to help drive forward one of the key outcomes of the project, addressing health inequalities. Community engagement and involvement, branding and marketing will be an important outcome to progress in the New Year. for Washington The Portfolio Holder for Culture attended Place to discuss options for how the Washington offer re culture and heritage informs and links to the City's agenda. It is proposed a workshop with the full Area Committee and relevant partners and services will be held in February 2014 to discuss: • What is the Washington offer re culture and heritage? • What has been achieved to date in Washington? • Is heritage and culture still a priority for the Area Committee? • How can Washington inform and linked to the City's proposed strategy?

Programme for 2014 are presented for approval.

The proposed programme includes:

- Washington 50 Celebrations Community Programme, marketing and branding and resources.
- Heritage Festival 2014
- Washington Illuminations 2014
- Washington Village Christmas Celebrations 2014

Recommendations are to ring fence SIB budget (subject to SIB appraisal, assessment and consultation) and to engage with the VCS to identify relevant community groups to lead and help deliver the events. Engagement is already underway to support a local group to lead on delivering the Heritage Festival. A Call for Projects will be implemented to deliver the Washington 50 Celebration Programme.

4. SIB Performance Report

4.1 The People Board has also received the bi-annual performance report of all SIB funded Place Projects as included in **Annex 2.**

5. Recommendations

- 5.1 Members are requested to consider the progress and performance update with regard to the Washington Place Board's Work Plan for 2013/14.
- 5.2 Members are requested to note the issues raised during the Core Strategy update presentation
- 5.3 Members are requested to support the Place Board recommendation to align SIB funding as detailed under Item 5 to implement the Village Centres Improvement Project.
- 5.4 Members are asked to note and support the People Board recommendation to align SIB funding as detailed under Item 5 to implement 'A Local Approach to Employment and Enterprise' including the Concord Shopping Centre Initiative.
- 5.5 Members are asked to agree a Culture and Heritage Workshop in February 2014
- 5.6 Members are asked to support the Place Board recommendation to align SIB funding as detailed under Item 5 to deliver an Events 2014 programme.
- 5.7 Members agree the proposals and recommendations of the board regarding Public Protection and Regulatory Services.
- 5.8 Members are asked to consider the Performance Report of all SIB funded Place Projects

Contact Officer: Karon Purvis, Washington Area Community Officer Tel: 0191 561 2449

Email: karon.purvis@sunderland.gov.uk

Annex 1: Work plan 2013/14 **Annex 2:** SIB Performance Report

Washington Area Committee: Work Plan 2013/14 and 2014/15

PLACE BOARD PRIORITIES - Area specific contribution to Corporate Outcome Framework and the Transformation of Council Services

Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?
Responsive Local Services - Streetscene	To influence delivery in the Washington	Monthly basis		As required		(Dave Hardy - Lead Officer). This includes improvements to village centres, addressing environmental issues on industrial estates and proposed activity, initiatives and partnership working to deliver a co-ordinated approach to neighbourhood management and improvements to the area. A programme of works will be identified in line with current resources and responsibilities etc and will also identify proposals and opportunities to encourage partners and the voluntary and community sector to engage. This is in line with a review of the existing service scope and reflection as to how members have influenced the service. Board agreed monthly programmes of pruning in each Ward across the winter - Members to inform RLS of any issues or areas to be included.	
2 Local Development Framework (LDF), Core Strategy and associated documents	Members to be consulted on process for the review of the Strategy, share views and feed into the public consultation process	Feb-14	Members to bring local knowledge to inform the development of the future policy	Not applicable		(Gary Clasper - Lead Officer) Consultations now complete. Gary Clasper attended the December board and presented an update and feedback on the latest consultation stage. There was a very proactive discussion around the themes of the Core Strategy and Members provided local knowledge that was very beneficial. There are other pieces of work ongoing which will feed into the Core Strategy i.e. the Green Belt Review and further updates will be provided.	
3 Highways Maintenance	To influence usage of resources at an area level for inclusion in Capital Programme	Feb-14	Members to reflect upon success and influencing role of 2012/2013 Capital Programme; Members to feed in views to prioritise works for inclusion in the annual Capital Programme;			(David Laux - Lead Officer). Update provided at November Board re progress on 2013/14 schemes. Report to January AC. Further discussions with all Members to prioritse areas for 2014/15 capital allocation. To special AC or April for approval of schemes.	
4 Public Protection and Regulatory Services	Consideration to be given to potential alignment of the services with the Board. Services in scope including trading standards, food standards, pollution control, pest control and licensing	Feb-14	Establish understanding of services delivered at a local level; Look to develop early intervention activities which support vulnerable groups within the locality	As required		(Marion Dixon - Lead Officer). Marion provided information to November Board outlining the services within the PPRS remit. Members requested information on a number of the service areas; particularly in respect of legislation. Further service area information will come forward to future boards in order to determine the influence and local information that can assist to scope and shape service delivery. Local intelligence in relation to PPRS scheduled work will also be brought back to the Board when necessary.	
Additional Area Priorities		•					
9 Investment in Washington's built and natural environment	To monitor and receive information relating to the developmnet of the new Washington Leisure Village.	As required	To identify opportunities to enhance and add value	Not applicable		(Links to Princess Anne Park development plans and the Community Health and Green Spaces Project) (Julie Gray - Lead Officer). AC received detail of full design proposals/concept for development. Further consultation will continue as planning is submitted and second stage detail is confirmed. Continue to identify opportunities to enhance proposed development. Next progress meeting for Members 4th December.	
10	To receive information relating to flood risk planning.	Feb-14	To monitor progress made	Not applicable		(David Laux - Lead Officer) Monitoring role re impact of flooding and identify appropriate solutions and work with partners to support residents. David Laux attended June Board to update and report was tabled to September Area Committee. Further update to February 2014 board.	
13 Investment in Washington's built and natural environment and Connecting the Villages of Washington	To consider the Implementation of Community Health and Green Spaces Project	As required	To monitor progress made	Not applicable		(Links to Go Smarter to Work and WLC and Princess Anne Park improvements) (Karon Purvis - Lead Officer) Capital improvements to cycling and walking network and development of integrated links between villages to address health inequalities. Map of initial network links (Phase 1) to be further developed re destinations and projects. SIB funding proposal agreed at September Area Committee. ACO to also confirm further match funding to enhance delivery as part of the SIB application process. Steering Group held 16.10.13 - timeline re capital works across Phase 1 developed to allow development of community engagement and involvement programme, marketing and branding, and focus on tackling helath inequalities. notes of Steering Group uploaded Sharepoint and circulated to AC. Next Steering Group January 2014 - to confirm progress re capital works, development of engagement programme and branding and marketing plans.	

built and natural environment and Development of sustainable and desirable neighbourhoods	To consider and receive information on local initiatives which support pride in the neighbourhood and to receive reports and updates from RLS manager on Improvements to Village Centres	To identify opportunities and consider local initiatives with partners re environmental maintenance, NIB, LWYL, pride in the neighbourhood, improvements to Luy and parks and green spaces – encourage resident and community involvement and to consider and report any recommensation that are made	Jan-14	(David Hardy - Lead Officer). Proposed activity, initiatives and partnership working to deliver a co-ordinated approach to neighbourhood management and improvements to the area involving local communities and VCS organisations to help deliver AC Place Priorities where appropriate. Proposals to November board re programme of works for all village centres agreed- recommendations to January Area Committee. Members have met ARM/ACO to discuss plans at a Ward level prior to submission of the SIB application. RLS to contribute to proposals re Business Engagement and Enterprise Group re improvements to shopping centres (Concord). A meeting was held with Concord Traders on 10th December, of which majority were business owners from the top of the Concord Shopping Area. A number of issues were presented and discussed at the meeting, which was very positive and these will be progressed in the future with input from relevant service areas and local Members.
	To monitor and receive information relating to the Park Improvement Plan for Princess Anne Park	To identify opportunities to enhance and add value	As required	(Links to WLC, CHGSP) Meeting held with Colin Curtis regarding potential improvements to Princess Anne Park. A plan had been developed some time ago detailing sites and areas that may need work undertaken. Due to the time-lapse from the original plan, Colin agreed it was necessary to revisit the park using the original plan as a guide and then produce a more up-to-date assessment of any works identified. Once this has been developed it will be decided how best to take forward an action and delivery plan to address the works. A separate meeting was held with Washington Central Clirs, the Area Committee Chair and Les Clark with regard to the damage that has occurred in the Park due to flooding. Funds has been secured and it was agreed that contractors will be in place by December 2013 to undertake the improvements and reinforcement works to the stream bank and bridges.
Washington	To consider how local delivery and initiatives contribute to the City wide / corporate approach to Heritage via the Heritage Forum and proposals for a Heritage Strategy for the City	To monitor, inform and co-ordinate with the local offer.	As required	(Trina Murphy - Lead Officer). Member's workshop to be confirmed to discuss the Washington offer and how it informs and links to the proposed city wide strategy. Also confirmation of which aspects of 'heritage' is likely to remain an Area Committee priority. Initial planning meeting with ClIr J Kelly, ACO and ClIr D Snowdon December 5th. workshop likely to be Jan/Feb 2014.
17	To consider heritage and the Washington As required Offer	Develop projects which use heritage to engage young people in volunteering and cross generational work.	As required	Project development and action where appropriate.
G	Progressing on target	II.		
A	Progressing but behind schedule (with plans in place to action)			
R	Not progressing			

Project Performance for the Place Board

Below is a summary of all SIB funded projects showing how they have performed against targets and what they have achieved **up until end of Quarter 2 for 2013/14.**

Development of the Aircraft Museum	Output	Output	Progress	Spend	Spend	Progress
	Target	Actual	Indicator	Target	Actual	Indicator
Number of new or improved community facilities	1	1		£6,000	£5,837	

This project was awarded $\mathfrak{L}6,000$ to deliver expansion of the current site. Planning permission had been sought for the relocation of the football field and expansion of the site which required re-alignment of the site's perimeter fence. The framework development and feasibility study was completed and funds for this element claimed. Delays on the progression of this project have been from third parties and legal implications. The project is now fully complete with a underspend of £163 returned to September Area Committee.

Access Road NE Aircraft Museum	Output	Output	Progress	Spend	Spend	Progress
	Target	Actual	Indicator	Target	Actual	Indicator
Number of new or improved community facilities	1	0		£13,000	£0	

The Aircraft Museum was funded £13,000 to build an access road. The museum is undergoing change to become a 'transport' museum. The museum was awarded £13,000, and also a joint £13,000 from Sunderland North. Following delays in the project due to planning, legal and implementation of other works, a project evaluation visit will be attended by The Washington Area Community Officer January 2014. A further update report will be provided following this.

Washington Switch on Event	Output	Output	Progress	Spend	Spend	Progress	
SCC 2013	Target	Actual	Indicator	Target	Actual	Indicator	
	Q3/4	Q3/4	Not due	Q3/4	Q3/4	Not due	1

This project was funded £8,000 to enhance the provision of Christmas Illuminations in Concord. Further progress is due in quarter 3 and a full programme has now been agreed with Sunderland Live, for the event which will go ahead on Monday 18th November 2013. Further progress following the event will follow.

Washington Heritage Festival 2013	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community or	1	1		£26,000	£23,298	
educational events held						

The fourth Washington Heritage & Community Festival began on Saturday 21st September in Albany park with the mining banner parade along Front Street, then onto Albany Park. The parade, which was co-ordinated by the mining banner group, consisted of the local Washington mining banners and local primary school banners. The parade was led by the Wrym Brotherhood motorbike group and followed by the Murton Colliery band. Local Cadet and Guide groups also joined the parade which was watched and enjoyed by many spectators along the route. As in previous years there was a wide range of local groups and organisations taking part with exhibitions, information stands and interacting with visitors and residents of the area. There was a programme of cookery demonstrations by a regional WI judge - who demonstrated how to cook economical family meals. A new addition to the programme was a traditional Punch & Judy show. A living history and musket firing demonstration by the DLI 68th regiment was also well received by the audience. A stoner carver and willow weaver gave practical demonstrations of their traditional crafts. The Rotary club managed the traditional games of tug-of -war, coconut shy and the medieval stocks. There was a local focus to the entertainment programme, with the majority of the acts performing being from the Washington area. The weather was clear, warm and dry and the event had a great community feel about it with a range of age groups represented. Estimated visitor numbers to the event are approximately 5,000+. The remainder of the funds will be claimed in Quarter 3, with the project then closing.

Green Spaces	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Improved and enhanced access routes	1			£100,000		
Improved and enhanced green spaces / corridors	1					
Complementary associated events and play area improvements completed in tandem with but independent of the project.	TBC	TBC				
Enhanced access routes and green spaces to support wellness, increased physical activity and to build on the 2012 Programme	1					
Providing enhanced infrastructure to support physical activity to contribute to tackling health inequalities	1					

The project was funded £100,000 to improve and develop shared pedestrian/cycle routes linking across the area. In particular the routes will link residential areas to green spaces with enhanced quality routes. The network and green space developments will attract and enable higher levels of physical activity for recreation and routine travel needs. The project will be complemented by a number of sport, physical activity, wellness and play related programmes of works organised by the Council, as part of the Olympic and Paralympic legacy programme and the Play and Urban Games Delivery Plan and will help address health inequalities across the area. To date progress on the project includes capital works to ensure footpaths are safe and cleared for shared use, the confirmation of a 'timeline' with regard to other physical or capital initiatives. The Lead agent is now determining draft costings for furniture, signage and hardscaping. The marketing, branding and plans for community engagement can now be aligned to the proposed timeline for delivery of capital improvements. Next Steering Group proposed January 2014.

14th January 2014

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 (2013/14) People Board Work Plan.

2. Background

2.1 Earlier this year the priorities associated with People were referred to the Washington 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.

3. Key Areas of Influence/Achievements up to 31 December 2013

3.1 Outlined below is a summary of the key areas of influence / achievements of the Washington People Board up to 31 December 2013

Action Taken	Outcome					
Influence: Early Interve	ention and Locality Based Services					
Children's Centres						
Commissioning	 The Board received information on the universal offer within the Children's Centres, the outcomes framework and local need to consider how the universal offer within the Washington can be targeted to address specific issues within the requirements of Ofsted. Local knowledge and information regarding targeted delivery within the Washington area was incorporated into the procurement process for the Children's Centres A number of Member queries have been resolved: parent volunteer programmes accredited by Open College Network: formula for the calculations of definition of poverty/ median income circulated. Strengthening Families case study to future meeting. Next steps - recommendations presented to cabinet November with a view for tenders out November and contracts awarded Jan/Feb 2014 					
Youth Contracts						
Local delivery	 Quarterly update presented to the Board. This will include gender and age as well as outcomes. Note all locality targets being met - in fact some have already met annual targets. Jane Eland confirmed inclusion of targets to address Chlamydia Screening with contracted provider (ODYPP). There may be a need to consider if the sexual health targets form part of any further youth contract when influencing the re-commissioning for 2015 Members regularly updated on the holiday activity progress and consulted with regard to 'banked sessions'. 					
Influence: Transformat	ion of Adult Social Care					
	 Community Directory currently being developed. Addressing Social Isolation for Older People: Call for Projects for the VCS to deliver and enhance current provision now in place 5 projects approved, 3 discussed at People Board with Members of the People Board agreeing a recommendation to January Area Committee for a decision to award £5,915 (Call for Projects approved). Supporting communities to cope with dementia. Members of the People Board to recommend to Area Committee to discuss next steps re developing local approach - Health Champions module, 					

	memory box project, better use of green spaces.
Influence: Libraries	moment sex project, setter dee of green epaceer
Future Library Services	 The opening times of the libraries in the area were confirmed. The development and delivery of a programme of community based outreach activity has commenced.
	Community book collections are being established across the area.
	 IT provision has been improved and includes free access to wi-fi and the launch of e-books and e-audio services from December 2013.
	Each area has an allocated Community Engagement Officer who will continue to develop the delivery of community based activity and programmes in partnership with the Area
Latin Market Date	Community Officer and the Washington VCS Network.
Influence: Welfare Refe	
	 At the November People board members were updated on the current position within the city and Washington following Welfare Reform.
	 Members fed in views on the enhancement of the support of provided and how this could be developed locally through the VCS in the Washington.
	Issues raised by Members included applying to the Sherburn Trust for additional support for residents – Fiona Brown to discuss at working Group
	VCS asked that a one stop leaflet for residents in crisis was developed. Washington MIND have a useful website with local information.
	FB to attend Area Network. Welfare Rights and Benefits Advisors (SCC) attended the December Area Network
Influence: Health and V	Vellbeing
Integrated Wellness	
	 A presentation on integrated wellness was offered and delivered to Washington area members.
	 Members fed in their views to the Area Committee Chair and Public Health representative.
	The Area Chair and Vice Chairs attended an event to feed in the local views of Washington Area to the Integrated Wellness model. Key recommendations included linking health and green
	spaces, accessible community facilities and infrastructure, transport links/access, communication and development of social networks. Some key local issues were identified as part of the Health Impact Assessment of the Core Strategy. Summary paper uploaded to Sharepoint and circulated to all Members.
Sexual Health	paper aproaded to charepoint and sirediated to an Membere.
Review of Services	 At the December People Board members received a report reviewing the sexual health services delivered. Members considered feedback and made recommendations on the next steps and local issues and priorities for inclusion. Previously AC has already received a report with regard to sexual health services in Washington.
	 sexual health services in Washington. Washington issues which had emerged as part of the review were discussed and this feedback as well as any other findings will be presented in February 2014 to relevant boards, as agreed with portfolio holders.
Area Priority: Health ar	
Joint working CCG, Public Health and Area	Consideration is now being given as to how to develop effective links and a joined up approach. Area Arrangements have now

	T
Arrangements	met with CCG – Area Co-ordinator to ensure methodology for ensuring joint working, aligned and shared priorities is taken forward – LB to meet Chairs and Vice Chairs end of December
Ensure services addressing young people's mental health issues are provided at a local level	Lorraine Hughes provided information to September People Board and it was agreed a whole family approach was required and some gaps were identified including: Meeting the need of under 16 year olds; the engagement of those first identifiers of emerging families and the role of the Community Parenting Programme. People board recommends this action is now included in the wider health agenda. Key organisations operating in Washington and delivering services to young people.
	o training and employment for young people
Youth opportunities	 112 young people engaged 54 young people into employment or subsidised apprenticeship 41 young people into Foundation Learning 32 young people volunteering
	This project has now overachieved on all targets and has now reprofiled spend to ensure the project will continue up to September 2014. The Lead agent is now drafting a forward plan to look at how this best practice model can be continued. This will be presented to a future People Board and will feed into identifying priorities for 2014/15
School opportunities	 26 young people accessing improved advice and support 14 young people receiving job training 1 young person into employment
	After a slow start and Key worker is now hot desking in schools and this has increased the proactive approach resulting in more referrals etc. Brendan is now working across both Years 10 and 11 and has good case studies re success. This project has also been re-profiled and will continue up to September 2015
Enterprise for young people	This project has not been implemented and a recommendation from the People Board to return the funds to the SIB budget will be considered under Item 5 Financial Statement SIB and Community Chest at the January Area Committee
Area Priority: Access t	
A local approach to employment and enterprise	The People board recommended the establishment of a business engagement and enterprise working group to look at 4 key areas of work:
	 Engaging local businesses Skills conference/Jobs Fair for Washington at the new Managed workspace Support for local businesses – Focus on concord shopping area including support to set up a local Trader's Forum Forward strategy for SIB funded key initiatives
	That group has met twice and the People Board recommend a proposal to Area Committee to align SIB funding to implement a 'menu of engagement' with local business, including establishing local business directory, to organise a local skills conference for Washington young people, to launch a 'shop local' campaign for Concord, to work with local independent traders of Concord to establish a Trader's association and to implement Street Scene improvements, and to implement a Retail Business Support Project for independent Concord traders. Full details of the proposal and a recommendation for AC funding are included under Item 5 Financial Statement SIB and Community Chest.

Area Priority: Positive	youth work
Area Priority: A Safer V	 Washington Young People's Working Group continues to meet – next meeting January 2104 Washington Youth Council now established. Members attended December meeting, where the youth council presented their aims and objectives and the outcomes to date. Youth Council planning key events including Q & A sessions with Members and lead partners, celebration event and talent show and discussion re State of the Area event for young people.
Sulgrave Flat complex	• Funding of £80,000 has been secured from the Police and Crime Commissioner for a Neighbourhood Management Model for 6 months starting October. The purpose of Neighbourhood Management is to reduce and tackle the causes of crime and anti-social behaviour; encourage greater tenancy management and work with landlords and the committee to increase the quality of life of the residents of the complexes and wider community. A funding bid for further resource has been made to the Government's 'Rogue Landlord' fund of which the outcome should be known end December. Further report in relation to this to February Board.
Area Priority: Commun	ity Inclusion and Support
Area Network	 Report from Washington Area Network reps under Item 6 at January Area Committee. Procurement opportunities with SCC were presented at the December Network meeting. The presentation also offered training for VCS organisations re using SCC Procurement sites – Buy Sunderland First and NEPO
Support for the VCS	Washington Trust to submit an application to April Area Committee for a Volunteer Co-ordinator

4. SIB Performance Report

Area Priority: Positive youth work

4.1 The People Board received the bi annual performance report for all SIB funded People Projects as detailed in **Annex 2**

5. Recommendations

- 5.1 Members are requested to consider the progress and performance update with regards to the Washington People Board Work Plan for 2013/2014
- 5.2 Members are requested to consider the People Board recommendations in relation to the successful applicants to take forward the Addressing Social Isolation Project for Older People as detailed under Item 5 Financial Statement SIB and Community Chest Report.
- 5.3 Members are requested to consider the People Board recommendation to determine a local approach to supporting communities to cope with dementia.
- 5.4 Members are requested to note and support the People Board recommendation to align and approve SIB funding as detailed under Item 5 to implement 'A Local Approach to Employment and Enterprise'
- 5.5 Members are asked to consider the Performance Report for all SIB funded People Projects

Contact Officer: Karon Purvis, Washington Area Community Officer. Tel: 0191 561 2449

Email: karon.purvis@sunderland.gov.uk

Annex 1 – People Work Plan 2013/14 Annex 2 – SIB Performance Report PEOPLE BOARD PRIORITIES - Area specific contribution to Corporate Outcome Framework and the Transformation of Council Services

Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?	
1 Early Years Intervention and Locality Services	To influence service delivery in the Washington	Monthly basis	Work with Locality Manager to identify opportunities to influence services; Specifically monitor and influence the delivery of activities for young people	As required		(Lead Officer - Jane Eland). Quarterly reporting to identify opportunities to influence key service delivery at a local level. Next update February 2014		
2 Library Services	Stage 2 consultation - opportunity for members to influence transformation of a reading and learning information service	to be confirmed	Members to feed in potential venues in the area for Community Book collections and reservations, outreach programmes and use of buildings	As required		Ongoing discussions and Library Services will attend a further board programme to discuss and update in more detail how this is being developed / received. Members received update with regard to interim services, new mobile services, and confirmed Community Engagement Librarians into post to make contact with various venues such as sheltered. Anticipate collections car be set up quickly. Residents to be contacted to determine interest in any other programme. ACO met with Community Engagement Librarian to discuss plans to roll out Services. CEL to attend future Network meeting to promote service to VCS. Newsletter produced for circulation to Members.		
3 Re-commissioning services in Children's Centres for 2014	To influence service provision in the Washington as of April 2014	Mar-14	Bring unique understanding of communities to identify options for future delivery	Apr 2014 (update only)		(Lead Officer - Jane Eland). Following the presentation Recommissioning for Children's Centre Services a number of Member queries were answered: parent volunteer programmes accredited by Open College Network: formula for the calculations of definition of poverty/ median income circulated. Strengthening Families case study to future meeting. Next steps - recommendations presented to cabinet November with a view for tenders out november and contracts awarded Jan/Feb 2014		
4 Influencing re-commissioning of Youth Contracts for 2015	Influence Youth Contract Provision from April 2015	July 2014 (tbc)	tbc	September 2014 (tbc)		(Lead Officer - Jane Eland). Quarterly update presented at October Board. This will include gender and age as well as outcomes. Note all locality targets being met - in fact some have already met annual targets. Jane Eland confirmed inclusion of targets to address Chlamydia Screening with contracted provider (ODYPP). There may be a need to consider if the sexual health targets form part of any further youth contract when influencing the re-commissioning for 2015		
5 Integrated Wellness Service Review	To input into forthcoming review	Feb-14	A stakeholder event held November 2013 - the item to be discussed at relevant People Boards	tbc		Presentation re Integrated Wellness discussed at separate meeting - 7th November. Chair and Vice Chairs attended Stakeholder Event 15.11.13. Key recommendations included linking health and green spaces, accessible community facilities and infrastructure, transport links/access, communication and development of social networks. Some key local issues were identified as part of the Health Impact Assessment of the Core Strategy. Summary paper uploaded to sharepoint and circulated to all Members.		
SWelfare Reform	Consideration to be given to how the board could influence/take actions	to be confirmed	Members to feed in potential requests for information in order to determine any actions required	As required		Fiona Brown presented Welfare Reform report to November's People Board - presentation uploaded to Nov Board on sharepoint. FB sits on the Welfare Reform Working Group and will take forward the Sherburn Trust discussion to this group. It is likely that anything more than the current Benefits leaflet i.e. an area based One Stop leaflet for residents in crisis to signpost to local services and intiatives for support will have to be led bythe VCS. However, Washington MIND to have a useful website with local information. FB to attend Area Network, Members to send ideas re contents of food parcels. Concerns were raised with FB regarding the food parcel network/support available to Washington residents.		

7		To input into review of Sexual Health Services in the city at an area level, to influence future service delivery in terms of how much is delivered centrally and how much is delivered through outreach.		Health colleagues are carrying out a review of Sexual Health Services in the city. Members at an area level to influence future service delivery in terms of how much is delivered centrally and how much is delivered through outreach, using local knowledge.		Committee in June, Lorraine provided information relating to the local health priority, specifically with regard to sexual health services in Washington. There is an opportunity to progress	
8	LMAP's - review and links with	To ensure the board understand the outcome	tbc	tbc	tbc	Lead Officer Louise Butler	
	Area Arrangements	of the review and the impact on linkages with Area Arrangements					
ę		Consideration to be given to the benefits of lifelong learning being influenced at a local level	initial discussions	To consider how Members can influence the commissioning of activity utilising Family Adult and Community Learning Funding (FACL) available in 2014/2015	tbc		
10		Consideration to be given to how the board could influence the annual commissioning process	discussions	To work with Board during 2014/2015 to contribute to the commissioning approach which will take place Sept - March 2014/2015 (to influence 2015/2016	tbc		

	and Well Being Strategy:	To influence how services might be delivered in the future and influence development and delivery of the Health and Well-being Strategy	Feb-14	Contribute to developing a local vision with regards to Public Health and identify those most in need to identify local priorities and actions, particularly for the transformation of Adult Social Care services. Develop community directory; Identify gaps and opportunities to enhance community provision; Consider potential to develop Dementia Café's.	Apr-14	(Lead Officer - Alan Caddick) Area Committee consulted on the Health and Well-being Strategy. Reports received regarding the public's health in Washington. Ensure that local communities and the VCS are facilitated to deliver services for the most vulnerable. i) Raise awareness of services available and establish Community links - Community Directory currently being developed. ii) Increase social wellbeing by reducing social isolation - a Call for Projects for the VCS to deliver and enhance current provision now in place 5 projects approved, 3 discussed at People Board and to be presented to January AC for a decision. iii) Support communities to cope with dementia - consider next steps re developing local approach - Health champions module, n
	dditional Area Priorities					
16	Area Outcome - A healthy Washington: Contribute to ensuring Washington has healthy outcomes and lifestyles	Influence GP Climical Commissioning Group at an area level	Feb-14	To evolve a relationship and joint working practices with the Clinical Commissioning Group	tbc	(Lead Officer - Louise Butler) The meeting of 12.11.13 to consider how to develop effective links and a joined up approach between the CCG and Area Arrangements, particularly where there are shared outcomes. LB to look at how joint working is established across CCG, Public Health and Area Committee plans and priorities. LB met with CCG and Public Health Lead Officers to start these discussions and will meet with Chair and Vice Chairs end Dec 2013 to further discuss how joint working, aligned and shared priorities etc will be best taken forward.
15		Ensure services addressing young people's mental health issues are provided at a local level	as required	To analyse Washington's statistics and data	tbc	(Lead Officer - Lorraine Hughes) Lorraine Hughes provided information to September People Board and it was agreed a whole family approach was required and some gaps were identified including: Meeting the need of under 16 year olds; the engagement of those first identifiers of emerging families and the role of the Community Parenting Programme. People board recommends this action is now included in the wider health agenda. Key organisations operating in Washington and delivering services to young people.
1	9 Area Outcome - Active, educated and access to employment in Washington: Continue to improve lifelong learning, volunteering and participation opportunities	To continue to improve and / or increase levels of skills, attainment and partcipation	Feb-14	Develop a local approach to emplopyment and enterprise	Jan-13	(Lead Officer - Berni Whitaker) Business Enagement and Enterprise WG set up - looking at how to better engage with local businesses. BW to develop a database of contacts from business breakfasts, demand survey, current work and BIT. Investigate more appropriate mechanisims re referrals for Enterprise Grants - change of use to grants for retail business support proposed to January AC. BW to confirm costs etc for Washington based Jobs Fair - linked to launch of Managed Workspace 2014. Circulate Marketing and Communications Strategy re Managed Workspace. BW to preport progress re interest.
2	0		Feb-14	Develop a local approach to employment and enterprise	Jan-13	(Lead Officer - Karon Purvis) Present options to the Board with regard to Retail Business Support Project (Concord as a pilot). Recommednation to January AC. KP to organise meeting with Concord Traders to discuss options for working together
2	1		Feb-14	Monitoring of commissioned initiatives re employment and training young people	Apr-14	(Lead Officer - Nikki Vokes/Karen Mallin SNCBC) Reprofiling of SIB confirmed - projects extended to 2015. Lead agent looking at forwar strategy for best practice to continue.
2	2 Area Outcome - A Safer Washington: Maintain key partnerships and collboration for a safe and secure Washington	To influence and input into partnership working which will make Washington feel safer and more secure	as required	Continue to work in partnership through Boards, LMAPs, Young People's Group, PACT meetings	As required	(Lead Officer - Karon Purvis). Continued monitoring role.
2	3		as required	Influence mainstream resources & partnerships to ensure the continued collaboration to deliver targeted work which impacts on identified problems, e.g. youth related ASB and positive activitivities for children and young people.	As required	(Lead Officer - Karon Purvis). Continued monitoring role

24	Feb-14	Co-ordinated approach to developing and delivering positive youth work in Washington	(Lead Officer - Karon Purvis)Continue to co-ordinate opportunities and collaboration via Youth Working Group - report to People board. Ensure joint working between Area Committee and the new Washington Young People's Forum. Washington Youth Council now established. Members attended Dec meeting, where the youth council presented their aims and objectives and the outcomes to date. Council planning key events including Q & A sessions with Members and lead partners, celebration event and discussion re State of the Area. Sessional workers now attached to the programme via ODYPP and not SCC Youth Services.
25	Feb-14	Monitor action plan to address issues at Sulgrave Flats	(Lead Officer - Alan Caddick) Funding has been secured from the Police and Crime Commissioner for a Neighbourhood Management Model for 6 months with a start date of 1.10.13. There is a team of multi-agency officers, included ASB, Police officer, a Project Manager and links with Integrated Offender Management and Substance Misuse Services. The purpose of Neighbourhood Management is to reduce and tackle the causes of crime and anti-social behaviour; encourage greater tenancy management and work with landlords and the committee to increase the quality of life of the residents of the complexes and wider community. A delivery plan has been produced and the project itself is very high of the PCC agenda. A funding bid for further resource has been made to the Government's 'Rogue Landlord' fund of which the outcome should be known end Dec. Further report in relation to this to February Board.

26		themselves	as required	Improve access to advice, information and guidance at a local level to help people look after themselves.		Ensure VCS organisations supported where appropriate to deliver shared priorities. Area Network meetings mechanism for communication. Linked to Action 6 & 19	
2	Inclusion and Support.	to ensure all actions contribute to supporting devolved and agreed area outcomes and priorities	as required	Area Committee to support the VCS to build capacity, engage and support local organisations to develop and deliver services based on local need.	i i	(Lead Officer - Karon Purvis). Further work to collaborate with the local VCS to build capacity to contribute to delivering the AC priorities. Ongoing communication and co-ordination through Area Network. Need to ensure joined up with the sector to identify joint priorities and where working together will enhance delivery of services for local residents. EOI for SIB received from Washington Trust. Invited to full application - to be considered alongside proposals via the VCS Transition Project. To be presented to April 2014 AC for a decision.	Kasia Kurowska from Age UK was appointed as the 3rd Washington VCS representative at the last VCS meeting held 9 July 2013
	G	Progressing on target					·
	A	Progressing but behind schedule (with plans in	i piace to action)				

Project Performance (People Board report)

Below is a summary of all SIB funded projects showing how they have performed against targets and what they have achieved and spent **up until the end of Quarter 2 2013/14.**

Youth Opportunities	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of people accessing improved advice and support	100	109		£61,776	£61,776	
Number of people receiving job training	83	56				
Number of new businesses established or current businesses supported	8	0				
Number of people employed in voluntary work	9	12				
Number of young people aged 16-19 NEET encouraged into further education and employment	39	49				
Number of people going into employment	40	47				

This project was funded £99,900 in order to enable the introduction of a service for NEET young people resident in Washington, enabling individual progression through structured participation in the service with the aim of enabling young residents to gaining skills and experience relevant to the world of work and enable engagement of those NEET. Recent progress on this project includes a new key worker, Jamie Hounslow (JH) engaging 15 new registrations and actively engaging with 42 clients. 13 clients have moved into employment in areas such as hairdressing, factory work, graphic design, customer service and other local businesses. 16 clients have accessed the apprenticeship scheme, some with the Washington Millennium Centre (WMC), Gemini Hair and Bobby Marshalls. WMC had requested an additional apprenticeship and JH is dealing. 4 clients are volunteering or participating in work placements /trials and 3 of those are also employed elsewhere. 6 clients (5 new) have enrolled on a college course with Gateshead, Sport and Exercise Science and with Sunderland-Media, Fine Arts, photography and with Hylton -Beauty. 3 clients are currently NEET, and are receiving support and guidance. All young people enrolled receive job training from information, advice, CV building, preparation for interviews, employability skills, and any other additional training offered by colleges, training providers and employers. Great working relationships are being built up with Riverside, TCV, ODYPP, Princes Trust, Sunderland Colleges, Millennium Centre, BIC, Connections and Springboard who all have allowed referral of clients. Profiled spend and milestones are to be revised.

Washington Trust Partnership	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community / voluntary	2	3		£54,800	£27,147	
groups supported						
Number of programmes tackling health	1	2				
inequalities						
Number of new or improved community	1	2				
facilities and equipment						

Progress to date on this £65,000 project includes the Trust helping 3 new groups securing funding to support their development including the Zero 9 Art Group and Millie's Mini's with community chest bids totalling £1,350 and Woodridge Gardens Entertainment Group. Working is on-going with groups to support on a SIB pot to address social isolation. Springwell Village Hall have secured funding from BIFFA circa £45,000 and the Trust will be using part of the matched funding pot to support this grant which will see the toilets refurbished and disable toilets created along with a refurbishment of the cafe/bar area to increase day time community use. Matched funding of £2,000 has also been given to NEETT following their successful bid to the Community Foundation of £3,500 and SIB funding in Washington and the North area. A bid has been developed in partnership with Washington Mind and has been submitted to the Henry Ford Foundation for £35,000, addressing isolation amongst women and mental health issues. Washington History Society have successfully secured £4,500 towards the cost of a new book about the history of Washington. The Trust has been successful with a proposal to the Heritage Lottery and has been invited to submit a stage 2 bid regarding celebrating 50 years of Washington New Town. The Trust has advised and supported WMC to set up a local exercise referral programme and smoking cessation centre, and Biddick School to set up a junior health champion's pilot which will commence in the next quarter.

Washington Enterprise Grants	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of people accessing improved advice or support	10	0		£10,000	£0	
Number of new businesses established or current business supported	10	0				

A change of project request is under consideration and further reports will follow.

Washington Young Peoples Forum	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community or educational events held	1	0		£2,000	NIL	
Number of additional young people engaged and participating in youth provison	60	12				

This project was funded £8,500 with an aim to encourage young people, with the support of youth workers, to contact other young people throughout Washington and organise themselves into sub-groups that look at different elements of raising the profile and image of young people in Washington. The Youth Forum did begin behind schedule. However, progress to date shows that the Forum have met on three occasions, with over 10 young people in attendance. The young people have created the groups own email address...... washingtonyouthcouncil@gmail.com The young people have contacted elected members on two separate occasions to inform of their progress, and enquire about winter lighting at the skate park, while also inviting them to a forum meeting. The Forum group have begun the design of poster which will be distributed across Washington advertising and promoting the group to other young people and organisations. Discussions have also taken place within the group about the setting up of a 'Facebook' page. The youth forum produced and contacted the community newsletter to have a article printed relating to the forum. The group are in the early planning stages for the 4 events that have been identified which will include a feedback session to all Washington elected members sometime in December. The group will then go on to plan and undertake a possible talent show for young people in February and disseminate positive outcomes relating to both the afore mentioned events. Around April the group will oversee and young people's state of the area debate. which will include elected members and others to answer young people's questions relating to issues in Washington. This will also be disseminated through the group. Finally the group have planned for a celebration event in June that will look at highlighting the successes of the project. Although the progress of the behind original agreed targets, new outputs and spend profiles have been agreed.

School Opportunities	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of people accessing improved advice and support	5	26		£27,984	£27,984	
Number of people receiving job training	15	14				
Number of people going into employment	1	1				
Number of adults obtaining qualifications (non- accredited)	7	0				

This project was awarded £99,982.to enable work to be carried out with young people prior to them entering the youth service at 16. Progress to date includes a project steering group being set up with involvement from all participating schools which have taken place bi monthly. Breandan is working on a hot desk arrangement with schools, and working with Jamie Hounslow (JH) also to ensure seamless arrangements through the Youth opportunities project. Breandan is working with Year 11 young people in the school holidays with their results and is on hand to offer advice and guidance. A number of Year 10 pupils have progressed through the scheme but more are needed. A request from the schools has ensured that work placement's will also offer alternative curriculum activities. Partnership work has been done with the Employer Link Team, TWEBLO and connexions. Work Place Health and Safety Training is being delivered by Breandan to the young people who have started work placements. Placements have been secured at Little Treasures Nursery, Russell Foster Football, Hylton Home Care, Millennium Centre, Washington Aircraft Museum, and SNCBC Sunflowers Nursery. Washington School, having secured three work placements, has now put a hold on all placements and this will be discussed at the next steering group. A work placement group from Biddick School has been set up one afternoon a week at Washington Aircraft Museum, where transport to and from is provided. 55 members of the families and peer group are engaged to date including parents, grandparents and extended family. The Albany Centre, once re-opened will be used as a venue to signpost to that will offer activities. Research is on-going around Accredited Vocational and Employability Training Opportunities including Health and Safety, Employability Skills, and Food Hygiene. Also offered to young people is the opportunity to complete a Accredited Emergency First Aid At Work and Paediatric First Aid Training within all schools. Profiled spend and milestones are to be revised.

Heritage Banner for Schools – Beamish	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of community or educational	9	0		£15,000	£0	
events held						

This project was awarded £15,000 to work with the museum to identify nine primary schools to work with to design banners to parade at Beamish and at the Washington Heritage Day. Once schools had been identified then they will be invited for a training day at the Museum and design of the banners etc would ensue. To date the match funding is yet to be secured, which was an approval condition of the grant funding. The project is now behind schedule. Information and alternative methods of delivery have been requested for consideration from the lead agent.

Well Men Partnership HCIF	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of individuals engaged				£13,916	£7,347	
Indirect contacts through promotional materials						
Awareness sessions held						

The Washington Well Men Partnership Project commenced in January 2013 and has exceeded all targets. To date 1303 individuals have been engaged, 12 awareness raising sessions have been held, and over 4304 'indirect' contacts have been achieved. Indirect contact includes individuals who will raise awareness with family members and friends. Key pieces of work have included engaging Washington men through awareness sessions in the workplace, supermarkets, pubs, Gentoo housing offices, local medical centres, local bingo, local bowling alley, the Techno gym at the Washington Millennium Centre and a local gym on Concord Front Street – this provided an opportunity to reach those individuals not previously engaged in health initiatives. Washington MIND Road shows and the Men's Health Network activity has also contributed to reaching high numbers of men across the area. Work has included speaking to individuals about men's health issues and providing information, leaflets and signposting. Targeted sessions have been held with Parent and Toddler groups, youth groups, and local football teams utilising the Washington Millennium Centre.

Cancer Research UK have joined the steering group and are sharing their experience and expertise. This has provided a large batch of information resources for the project to access which will support current activity. The Capacity fund is available to all local organisations who can contribute to improving men's health in Washington by disseminating information, raising awareness of issues, supporting engagement with services or engaging in health based activity. The opportunity to apply for grants of up to £500 has been promoted via the VCS Network and other partner organisations. To date 9 grants totalling £2237 have been awarded to projects such as 'Meet Eat and Garden', mountain biking, and 'Fit for Football'.

Washington Mind host the Men's Health Network and have coordinated the community element of the project to date we have reached more than 1300 males across Washington through our community development approach. This has included promoting the health message through Ha'way man promotional materials, cancer awareness and healthy lifestyle leaflets. A web based campaign is shortly to be developed and an event is planned in December for all those who have been involved in the project.

Item 4 - Annex 2

Green Spaces	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Improved and enhanced access routes	1			£100,000		
Improved and enhanced green spaces / corridors	1					
Complementary associated events and play area improvements completed in tandem with but independent of the project.	TBC	TBC				
Enhanced access routes and green spaces to support wellness, increased physical activity and to build on the 2012 Programme	1					
Providing enhanced infrastructure to support physical activity to contribute to tackling health inequalities	1					

The project was funded £100,000 to improve and develop shared pedestrian/cycle routes linking across the area. In particular the routes will link residential areas to green spaces with enhanced quality routes. The network and green space developments will attract and enable higher levels of physical activity for recreation and routine travel needs. The project will be complemented by a number of sport, physical activity, wellness and play related programmes of works organised by the Council, as part of the Olympic and Paralympic legacy programme and the Play and Urban Games Delivery Plan. To date progress on the project includes...

WASHINGTON AREA COMMITTEE 14th January 2014

EXECUTIVE SUMMARY SHEET - PART I

Title of Report:

Financial Statement and Proposals for further allocation of Resources

Author(s):

Chief Executive

Purpose of Report:

This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB) and Healthy City Investment Funds that will benefit the area.

This report denotes an item relating to an executive function

Description of Decision:

The Committee is requested to approve the following:

- **Note** the financial statement for Area Committee funding for 2013/2014.
- **Approve** the returns of £15,000 from the Heritage Banner Project (Beamish Museum) and £10,000 from the Enterprise Grants for young people to the 2013/14 SIB budget allocation
- Approve the SIB project applications listed in Annex 1
 - Improving Wellbeing Woodridge Gardens: £3,840
 - Washington Millennium Centre Luncheon Club: £1,500
 - Well Being in Mind Anxiety Group: £575
- **Approve** £80,000 SIB from the 2013/14 budget for the Village Centre Improvements Project as detailed in **Item 5 Annex 2**
- **Approve** £50,000 SIB from the 2013/14 budget for the Washington Events Programme 2014 as detailed in **Item 5 Annex 2**
- Approve SIB Call for Projects for the Washington 50 Community Programme as detailed in Item 5 Annex 2
- **Approve** £28,000 SIB 2013/14 budget for the 'Local Approach to Employment & Enterprise' as detailed in **Item 5 Annex 2**
- Note the 26 approvals supported from 2013/14 Community Chest budget as set out in Item
 5 Annex 3.

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

Suggested reason(s) for Decision:

Each Area Committee has been allocated a minimum of £200,000 per annum from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Plan and to attract other funding into the area.

Alternative options to be considered and recommended to be rejected:

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

Is this a "Key Decision" as defined in	Relevant Scrutiny Committee:
the Constitution? No	
Is it included in the Forward Plan?	
No	

Washington Area Committee.

Item 5

14th January 2014

Report of the Chief Executive.

Strategic Initiative Budget (SIB) 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 update position on progress in relation to allocating SIB and Community Chest.

2. Strategic Initiatives Budget: Financial statement and proposals

2.1 The table below shows the position at the start of the new financial year for 2013 -14 and following the last Area Committee meeting held September 2013.

	Committee Date	Allocated	Approvals	Balance			
The allocation for 2013/14 is £287,261 (subject to approval), with an under spend of £58,874 from 2012/13 this totals £346,135							
				£346,135			
Project Name				-			
Green Spaces		20.06.2013	£100,000	£246,135			
Addressing Social Isolation		20.06.2013	£30,000	£216,135			
Washington Heritage Festival RETURN £5,164				£221,299			
Houghton Feast 2012 RETURN £113				£221,412			
North East Aircraft Museum -Access Road RETURN £163				£221,575			
Washington Switch On RETURN £3				£221,578			
Washington Miners Memorial RETURN £4,030				£225,608			
New Balance				£225,608			

The current balance of the 2013/14 SIB budget is £225,608.

2.2 Members will recall awarding £15,000 to Beamish Museum to deliver the Heritage Banner Project in September 2012. This award was subject to match funding being in place to ensure all 9 remaining Primary Schools were included in this initiative. Applications for match funding have been unsuccessful and the Lead Agent has now indicated he is unlikely to be able to fulfil the original terms and conditions. This was considered at the November People Board and the Board is recommending to Area Committee that the award is returned to the budget.

- 2.3 Members will also recall the award of £10,000 for Enterprise Grants for Young People in December 2011. There has been no take up of the grant and the Lead Agent reports this is unlikely to improve whilst the targeted age group remains. This was considered at the November People Board and the Board recommends to Area Committee the award is returned to the budget.
- 2.4 Should Members agree the above returns to the budget, a total of £250,608 SIB will remain to be allocated from the 2013/14 budget at the time of this meeting.

2.5 Call for Projects (SIB): Addressing social isolation and support for older people

- 2.5.1 Following a second Call for Projects to allocate the remaining balance to address social isolation and support for older people, 3 applications have been received and are detailed in **Annex 1**, including amount of funding requested and project assessment score (SIB assessment procedures and protocols).
- 2.5.2 The following applications have been received:
 - 1. Woodridge Gardens £3,840
 - 2. Washington Millennium Centre £1,500
 - 3. Washington Mind £575

A total of £5,915 SIB has been requested from the remainder of the allocated budget of £9,226.

- 2.5.3 Members are requested to note should the above awards be approved the balance of £3,311 will be returned to the SIB budget.
- 2.5.4 Can Members also note the governance and monitoring procedures which will be implemented with regards to ensuring effective delivery detailed in **Annex 1 Paragraph 1.3**

3.0 Healthy City Investment Fund

3.1 Members are asked to note the remaining balance of the HCIF of £413 previously reported to Area Committee has now been added to the project's Capacity Pot to encourage grass root organisations to deliver key outcomes of the project. To date some 10 grants have been awarded.

4.0 Recommendations for SIB funding from Place Board

4.1 Village Centre Improvement Project

- 4.1.1 Washington Area Committee has undertaken to work responsively to influence local delivery of Street Scene services (RLS). The Place Board work plan has included activity re partnership working to deliver a co-ordinated approach to neighbourhood management and improvements – which can involve local communities and VCS organisations to deliver the Committee's Place priorities where appropriate. Area Committee approved a 'Project Matrix' approach to neighbourhood improvements which included village centres, industrial areas, plantations and shrub beds, parks etc.
- 4.1.2 Following a number of 'walk abouts' at a Ward level with local Members and relevant 'follow up' meetings, the Area Response Manager has worked with officers to identify a programme of works to contribute to developing and improving Village Centres.
- 4.1.3 Proposals include a range of options with regards to an overall approach for Members to consider and are detailed in **Annex 2.** In summary, Members are asked to consider the following delivery options:
 - 1. Option 1: Agree only those works to be delivered through current programmes and responsibilities of RLS.
 - 2. Option 2: Agree the proposed work programme of 'RLS' related services over and above contracted delivery and current maintenance programmes together with some community initiatives and local involvement. Each Ward will receive a varied programme of work to improve each of the villages as detailed in **Annex 2**

- 3.. Option 3: Consider adding works referred to Property Services and Highways but for which no Core Budget is identified. These proposed works will enhance Option 2.
- 4. Option 4: Consider further enhanced schemes for some of the individual villages over and above Options 2 and 3. These have been estimated to be in the region of £20,000 £25,000 each.

Members are requested to confirm the preferred approach.

4.1.4 The Place Board recommends a budget of £80,000 be approved to deliver Option 2 as detailed in paragraph 4.1.3 above and in Annex 2 and asks for further investigations with regards to actions and activity referred to Property Services with a view to returning findings to the Place Board for consideration.

4.2 Washington Events Programme 2014

- 4.2.1 Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity of the area. Members are asked to consider aligning SIB funding from the 2013/14 budget to support the delivery of a programme of events. The local VCS and community organisations will be encouraged to lead the programme following the transfer of 'events support' to Sunderland Live. The proposed programme is detailed in **Annex 2** and includes:
 - 1. Washington Heritage Festival 2014 (Community lead identified)
 - 2. Washington Illuminations 2014
 - 3. Washington Village Christmas Festival 2014

The Place Board recommends a budget of £50,000 (SIB) be approved to deliver the 3 Washington events as detailed above and in **Annex 2** (subject to SIB appraisal, assessment and consultation)

4.2.2 Washington will celebrate its 50th birthday in 2014. Members are asked to approve funding through a Call for Projects to deliver a community programme of Washington 50 events throughout 2014. This method will encourage grass roots organisations to come forward and be part of the celebrations and will also look to ensure a legacy remains. It is essential that all sectors of the community can be involved. Members are asked to note a detailed project brief will be produced to support this proposal, with Area Committee consulted with regard to the detail and the outcomes required. If this proposal is agreed, Scrutiny and Area Arrangements will seek to implement the Call for Projects in February 2014. Details of ideas and proposals are included in **Annex 2**.

It is recommended that a budget of £50,000 is approved to deliver activity, support and a community programme to celebrate Washington 50 as detailed in **Annex 2**.

5. Recommendations for SIB funding from People Board

5.1 A Local Approach to Employment and Enterprise

- 5.1.1 At the October meeting the People Board recommended the establishment of a business engagement and enterprise working group to look at 4 key areas of work:
 - 1. Engaging local businesses
 - 2. Skills conference/Jobs Fair for Washington at the new Managed workspace
 - 3. Support for local businesses Focus on Concord shopping area including support to set up a local Trader's Forum
 - 4. Forward strategy for SIB funded key initiatives

That group has met twice and the People Board recommends a proposal to implement a 'menu of engagement' with local business, including establishing local business directory, to organise a local skills conference for Washington young people, to launch a 'shop local' campaign for Concord, to work with local independent traders of Concord to establish a Trader's association

and to implement Street Scene improvements, and to implement a Retail Business Support Project for independent Concord traders. Full details of the proposal are detailed in **Annex 2**.

The People Board recommends a budget of £28,000 is approved to develop and deliver a local approach to employment and enterprise as detailed in **Annex 2**

6.0 Members are asked to note should all recommendations be approved as detailed in the report £42,608 of the SIB 2013/14 budget will remain unallocated. Members are also asked to note a project proposal from the Washington Trust has been invited to full application and is to be submitted to the next Area Committee in April for a decision.

7. Community Chest: Financial statement and proposals

7.1 The table below details balances remaining following the last Area Committee meeting in September 2013 and project approvals as detailed in **Annex 3**.

Ward	Budget	Agreed	Balance
Washington Central	£7,474	£3,696.40	£3,777.60
Washington East	£8,574	£3,242.90	£5,331.10
Washington North	£4,620	£1,696.40	£2,923.60
Washington South	£10,148	£9,178.40	£969.60
Washington West	£9,466	£296.40	£9,169.60
Balance	£40,282	£18,110.50	£22,171.50

(Please note Washington East balance incorporates two returns of £83.50 and £1,000)

8. Recommendations:

Members are requested to

- 8.1 **Note** the financial statements set out in this report.
- 8.2 **Approve** the return of £15,000 from the Heritage Banner Project to the SIB budget
- 8.3 **Approve** the return of £10,000 from the Enterprise Grants for Young People Project to the SIB budget
- 8.4 **Approve** the SIB Call for projects applications to address social isolation in older people as detailed under Paragraph 3.2.1 and **Annex 1** totalling £5,915
- 8.5 **Approve** SIB (2013/14 budget) of £80,000 to deliver the Village Centre Improvements Project as detailed under paragraph 4.1.3 and in **Annex 2**
- 8.6 **Approve** SIB (2013/14 budget) of £50,000 to deliver the 3 Washington as detailed under paragraph and in **Annex 2** (subject to SIB appraisal, assessment and consultation)
- 8.7 **Approve** SIB Call for Projects for the Washington 50 Project as detailed in **Annex 2** totalling £50,000
- 8.8 **Approve** SIB (2013/14 budget) of £28,000 to deliver a local approach to employment and enterprise as detailed in **Annex 2**
- 8.9 **Note** the **26** applications for Community Chest agreed and supported from the 2013/14 allocation, between September-December 2013 as set out in **Annex 3**.

Contact Officer:

Karon Purvis, Washington Area Officer 0191 561 2449 karon.purvis@sunderland.gov.uk

- Annex 1: Call for Projects Addressing Social Isolation SIB summary and recommendations
- **Annex 2:** SIB applications and recommendations
- **Annex 3:** Community Chest grants agreed September-December 2013

Washington Area Committee SIB Call for Projects (2) Addressing Social Isolation and support for older people Project Summaries and Recommendations

1.1 Background

Following a Call for Projects to address social isolation and support for older people, **3** applications have been received and are detailed under paragraph 1.2 below, including amount of funding requested and project assessment score (SIB assessment procedures and protocols). A total of £5,915 SIB has been requested from the remainder of an allocated budget of £30,000.

1.2 Summary of applications

Improving Wellbeing, Increasing relationships – Woodridge Gardens

This project proposal is to deliver activities for up to 50 older people, by new securing sessional workers for 16 hours a week to plan and deliver activities. The funding would provide 2 x16 week activity blocks would run from January to April then May to August 2014. Activities would include bingo, arts and crafts, films afternoons, quiz, and fitness, sing a long, reminiscence sessions, and advice and information sessions from local agencies. This is based on recent surveys. The housing 21 manager who runs Woodridge has agreed rooms can be used for activities free of charge. Currently no summer activities / programmes are being delivered. Funding is for additional workers who will also enhance partnerships and engage local communities. The total funding requested is £3,840 – the project scored 45 out of a total 50 points available

Washington Millennium Centre- Washington Millennium Centre Lunch Club

This project would run from March to July 2014 to establish and provide a lunch club for older people ran by WMC staff and assisted by students from the Connect Course. This would run by weekly for three months until volunteers are identified to sustain the project. The lunch would consist of pie and pea and would be provided by a local bakery. The sessions would last approximately two hours on a Monday/Tuesday. Gentoo and Sunderland Carers have agreed to signpost and promote the club. The total requested is £1,500 – the project scored 45 out of a total 50 points available

Washington Mind on behalf of Wellbeing in Mind- Anxiety Groups

This project would provide room hire refreshments and a Christmas get together for members of the Washington Mind Anxiety Group. The room hire would run from January to December 2014. All current members of the group are over 50 years of age. Working with partners and monitoring new referrals, the project aims to increase the number of friendships between residents and local community members and address isolation of older people. The key aim is to engage more older people and increase awareness of support available. There is a good experience of similar projects demonstrated by the lead organisation. The total requested is £575 the project scored 46 out of a total of 50 points available.

1.3 Project Monitoring Procedures

Given this new approach adopts some of the principles for governance and monitoring from both the SIB and the more recently approved responsive protocols governing Community Chest, the following monitoring procedures will be implemented with regard to all approved projects:

- On approval the Community Chest governance protocols will be implemented all lead agents will receive an offer letter, terms and conditions etc. which will include reference to the processes regarding claiming the first £1,000 of the grant.
- On receipt of the first claim and terms and conditions, the Area Community Officer
 will visit the project to ensure delivery, outcomes etc. are being achieved in line with
 the approved project application. It is this monitoring visit which will agree payment of
 grant in line with the offer of grant the project will need to be able to provide
 relevant evidence of project delivery.
- The Area Community Officer can request further evaluation and performance information at any time.
- The Area Community Officer can carry out further monitoring and evaluation visits as required.
- The project is required to submit a detailed project evaluation at the end of the project.

1.4 Recommendation

Members are requested to **approve** the above applications:

SIB Application 1

Funding Source	SIB
Project Title	Village Centre Improvements Project
Lead Organisation	Sunderland City Council. City Services. Responsive Local
	Services

Total Cost	Total Match	Total SIB
£80,000	In kind/contracted provision	£80,000
Project Duration	Start date	End date
12 months	March 2014	March 2015

Project Description and Background

Washington Area Committee has undertaken to work responsively to influence local delivery of Street Scene services (RLS). The Place Board work plan has included both strategic influencing actions and local actions to ensure proposals for activity, initiatives and partnership working will deliver a co-ordinated approach to neighbourhood management and improvements – which can involve local communities and VCS organisations to deliver the Committee's Place priorities where appropriate.

In January 2013 Area Committee approved a 'Project Matrix' approach to neighbourhood improvements which included village centres, industrial areas, plantations and shrub beds, parks etc. It also approved the Place board and RLS to work with partners and other organisations to look at ways to help deliver responsive services through partnership working, co-ordination and collaboration.

Following a number of 'walk abouts' at a Ward level with local Members, and follow up meeting with Ward Members, the Area Response Manager has worked with relevant officers to identify a programme of works to contribute to developing and improving Village Centres.

A summary of the proposed programmes is included in the table below:

Ward/Villages	Activity	Budget
Washington Central Washington Village, Lambton Village, Biddick, Glebe, Columbia	Washington 50 planters, tree cages, working to support Washington Village in Bloom group, removal of brick planters in Lambton village, box in eaves, Pub garden tidied, clean up andreplanting of planters and containers in biddick, trees removed and bulb planting	Total budget identified £16,000
Washington East Barmston, Harraton, Fatfield and Teal Farm	Washington 50 planters, painting and refurbishment, bulb planting schemes, hedge reduction and works at the Arts Centre	Total budget identified £10,000
Washington North Concord, Sulgrave, Usworth	Washington 50 planters, replacement of hanging baskets, bedding schemes, bollards in Concord, painting of fences and barriers, reduction and lifting tree canopies, options for barriers and boulders to be explored (Sulgrave).	Total budget identified £19,000
Washington South	Washington 50 planters, trees lifted or	Total budget

Ayton, Rickleton, Oxclose	removed, hard prune at bus link in Ayton, removal of shrubs and grass, redesign of seated area in Rickleton, painting of street furniture, prune back of woodland, consider options for barriers/boulders. Oxclose stone cleaned, options for walled areas to be considered, adoption of 3 small areas by Oxclose Community School (Princes Trust), removal and thinning of trees in Oxclose, options for barriers along footpath	identified £19,000
Washington West Blackfell, Albany, Springwell, Donwell	Washington 50 planters, bulb planting schemes, trees, landscaping and shrubs, play area, additional pruning schemes, tidy up at pub entrance in Albany, paint wheek, removal of shrubs, trees and grassed area.	Total budget identified £14,000

Total project cost £80,000. It is proposed the programmes are rolled out over a 12 month period.

Additional activity has been identified which have been referred to other services such as Property Services and Highways. Proposals include damaged paths and roads repaired including trip hazards, shop front facias repainted, lampposts either refurbished or replaced, shop front supports repaired or replaced, pot holes in car parks, and fences or barriers repaired.

In many cases Property Services are indicating there is not a budget to allocate to these works even though these 'infrastructure issues' will enhance the visual amenity of the proposed improvements to the village centres. In many cases the Area Response Manager is still awaiting estimated costs for this work although some issues have been referred back as essential re health and safety. Consideration of addressing these issues is included in Option 3.

There is also an additional option for Members to consider and that is to deliver major improvement schemes and enhancements to selected villages. Costs are likely to range between £20,000 - £25,000 per scheme. The schemes would have a major impact visually and would provide additional amenity for residents. It is anticipated that the local community would need to be proactively involved in any major scheme.

Options for delivery are:

- 1. Option 1: Agree only those works to be delivered through current programmes and responsibilities of RLS.
- 2. Option 2: Agree the proposed work programme of 'RLS' related services over and above contracted delivery and current maintenance programmes together with some community initiatives and involvement. Each Ward will receive a varied programme of work to improve each of the villages as detailed in **Annex 2**
- 3..Option 3: Consider adding works referred to Property Services and Highways but for which no Core Budget is identified. These proposed works will enhance Option 2.
- 4. Option 4: Consider further enhanced schemes for some of the individual villages over and above Options 2 and 3. These have been estimated to be in the region of £20,000 - £25,000 each.

Recommendation: Area Committee is recommended to approve £80,000 SIB from the 2013/14 to deliver the Village Centre Improvements Project.

SIB Application 2

Funding Source	SIB
Project Title	Events Programme 2014

Total Cost	Total Match	Total SIB
£50,000		£50,000
Project Duration	Start date	End date
· · · - · · · · · · · · · · · · · ·	Cturt dute	Lina date

Project Description and Background

Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity of the area. Members are asked to consider aligning SIB funding from the 2013/14 budget to support the delivery of a programme of events. The local VCS and community organisations will be encouraged to lead the programme following the transfer of 'events support' to Sunderland Live. The proposed events include:

- 1. Washington Heritage Festival 2014 (Community lead identified)
- 2. Washington Illuminations 2014
- 3. Washington Village Christmas Festival 2014

1. Washington Heritage Festival 2014

Building on successes of previous events, Area Committee is requested to support the delivery of the 2014 event via the voluntary and community sector. A local heritage group has volunteered to co-ordinate the development and delivery of the event and will be required to submit a full SIB application detailing the proposed programme of activity, events management and community involvement and engagement. The group will be supported through the City Council and will be expected to co-ordinate local interest groups to ensure a varied and interesting programme for the residents of Washington. Estimated budget is £30,000

2. Washington Illuminations

The Washington Illuminations Event held in Concord Shopping Centre is a well established event with high numbers of attendance. It is proposed that this event is again supported via Area Committee and a budget is ring fenced to encourage the community or a voluntary sector organisation to co-ordinate the event. This will be promoted via the Area Network and Scrutiny and Area Arrangement will support any community or voluntary organisation who wishes to apply to lead the project. In addition sponsorship will be explored. It is also proposed that this project facilitates a switch on for Washington Village. As with the Heritage Festival a local organisation will be required to submit a full SIB application detailing proposed activity, events management and community engagement. Estimated budget is £10,000.

3. Washington Village Christmas Festival

It is proposed that the VCS be encouraged to lead and co-ordinate a Christmas Festival for Washington Village. It is proposed that this event is supported via Area Committee and a budget is ring fenced to encourage the community or a voluntary sector organisation to co-ordinate the event. As above a local organisation will be required to submit a full SIB application detailing proposed activity, events management and community engagement. Estimated budget is £10,000.

Recommendation: Area Committee is recommended to align and approve £50,000 SIB from the 2013/14 budget to deliver the Washington Events Programme for 2014 (subject to relevant SIB applications assessment and consultation).

SIB Application 3.

Funding Source	SIB
Project Title	Washington 50 Community Programme

Total Cost	Total Match	Total SIB
£50,000		£50,000
Project Duration	Start date	End date
10 months	February 2014	December 2014

Project Description

It is proposed that Area Committee support the development and delivery of a community programme to celebrate Washington's 50th birthday in 2014.

Washington New Town will be 50 years old in 2014 and to celebrate the 'Golden' birthday a number of features, events and celebrations will take place throughout the year. The Council are currently looking at how to develop ideas and a plan. The plan will include a media launch in early 2014 with features in the local media, banners for lamp-posts and roundabouts, a 60's Day/Evening with incentive to encourage 60 attire; an official launch of the Community Health and Green Spaces Project (possibly with a Big Walk or Bike Ride), and the design of a bank of logos which can be used on a tool-kit for anyone who wishes to hold an event to celebrate.

There are a number of services/teams involved from the Council and the Washington Area Arrangement Team will be the conduit between the Council, the Area Committee and VCS in terms of linking / joint-working and promoting any events that take place over the year. Ideas already coming through from some Members and the VCS include a party on the evening of the Heritage Festival to celebrate the birthday, photographs and pictures of Washington, using the Addressing Isolation projects to help those hard-to-reach groups celebrate. A suite of logos should be ready to show Members in January 2014 (Area Committee) and these logos are a combination of both Corporate design and Place Board Members ideas as part of the Village Centre Improvements Project. The Council will also support VCS and Community Groups to hold celebrations and events through sign-posting and use of the Events Toolkit. In addition to the work at a strategic level it is essential the community itself is involved in developing ideas to celebrate. It is also necessary that a legacy evolves – hopefully through ideas and projects working with young people and local residents.

Area Committee is being asked to align SIB to enable a Call for Projects to develop a community programme of events, culminating in a birthday party celebration at the Heritage Festival in September. This method will encourage grass roots organisations to come forward and be part of the celebrations and will also look to ensure a legacy remains. It is essential that all sectors of the community can be involved. Members are asked to note a detailed project brief will be produced to support this proposal with Area Committee consulted with regard to the detail and the outcomes required. If this proposal is agreed, Scrutiny and Area Arrangements will seek to implement the Call for Projects in February 2014.

In addition some resource would be made available to produce marketing material including '50' branded packs for those community groups wanting to hold events etc. (Posters, banners, bunting etc.).

Recommendation: Area Committee is request to align £50,000 to a Call for projects for the Washington 50 celebrations.

SIB Application 4

Funding Source	SIB
Project Title	A Local Approach to Employment and Enterprise
Lead Organisation	Sunderland City Council.

Total Cost	Total Match	Total SIB
£30,000		£30,000
Project Duration	Start date	End date
12 months	March 2014	March 2015

Project Description and background

At the October meeting the People Board recommended the establishment of a business engagement and enterprise working group to look at 4 key areas of work:

- 1. Engaging local businesses
- 2. Skills conference/Jobs Fair for Washington at the new Managed workspace
- 3. Support for local businesses Focus on Concord shopping area including support to set up a local Trader's Forum
- 4. Forward strategy for SIB funded key initiatives

That group has met twice and the People Board recommend the following initiatives to the Area Committee to deliver a targeted and local approach to employment and enterprise:

1. Engaging with local businesses

Sunderland City Council's Business Investment Team (BIT) has commenced compiling a local business database/directory which would be utilised to engage with small to medium local businesses to deliver key messages from the Area Committee. It is proposed those key messages would be support for Washington young people into opportunities, identifying what it is that business needs re support to work with us, marketing our young people and promoting the new managed work space.

BIT and the Area Community Officer have now completed the exercise of compiling the database from known sources and previous work. The Working Group and the People Board is now recommending further market research is carried out to produce an up to date Washington Business Directory. It is proposed to engage with the University or the College to ascertain if a student could carry out this research and design a system to manage the database, as a work placement. A small resource may be required to facilitate this work.

In addition it is proposed a small budget is allocated to determine a menu of engagement (based on key messages) — email/electronic 'pack' of information, information packs, list of contacts and support identifying what is on offer. Again a small budget may be required to produce material and packs. Estimated costs $\mathbf{£2,500}$

2. Washington Skills Conference

The group has also identified proposal for a Washington Skills Conference focusing on young people and being held at the new Managed Workspace (due to launch by April 2014). The first part of the session to include information, stands etc to show what is on offer for young people. The second part to focus on employers and identifying what our young people can bring, what support is available, marketing of any real opportunities. The Youth Opportunities Project to have a key role in event re co-ordination. Aim is for an early summer event after exams but before summer break. In addition young people's groups, projects and

schools can be consulted to determine what would attract young people to such as event. Costs associated with co-ordinating and managing such as event are likely to be in the region of £2,500 to provide refreshments, marketing and guest speaker(s).

3. Concord Shop Local & Retail Support Project (including the formation of a Concord Traders Association.

A 'Shop Local' marketing campaign is proposed for concord shopping area. Based on a very successful initiative in the Coalfields the following activity is recommended:

- Local traders to identify key needs this will identify what support is required for marketing and communication
- Marketing campaign a Shop Local Campaign linked to events, launches etc., community events such as fetes, carnivals and festivals. Also linked to other campaigns and delivery of mobile services (health bus). The campaign can also support community events by promoting them. Businesses can also promoted community events and initiatives
- Survey of shoppers why they do or do not use local shops, what would they like to see, what would help them shop local.
- Links to the VCS Network and the VCS Sector
- Photo opportunities and press releases
- Voucher booklets

This initiative will support local business and the neighbourhood and promote the local shopping offer and local community events. This project will be led by SCC Communications Team and the estimated cost is £5,000.

Improvements to the Street Scene are being considered as part of proposals to improve village centres. However in addition it is proposed that £3,000 be allocated for ad bins which could be utilised and managed via a new Traders Association. They could also be used to advertise community events and partnership working.

The final aspect of this proposal is for a **Retail Support Project** to support Concord Shopping Centres re business advice and support, mentoring and guidance. The project is aimed to assist independent retailers to improve competitiveness, effective trading and sustainability. A budget of £10,000 for business support is proposed together with a grant pool of £5,000 overall (20 grants of £250).

Based on best practice currently being delivered through a similar project in the Coalfields the following activity is recommended:

- A retail specialist to be commissioned to work with traders on a 1:1 and in small groups to provide relevant business guidance, advice and mentoring re all aspects of business development. If businesses join the programme they are then able to access a small grant to help support their business development. Examples of this might be new equipment, training, business planning, improvements to the premises etc. This grant scheme was administered through SCC.
- The development of a Traders Association based on the successful development of Houghton Traders Association which now proactively leads on all communications on behalf of local traders. They have now formally formed as a constituted association with a committee, branding and a website. The Traders Association also produces a

regular newsletter and holds its own meetings and is supported by the Independent Retail Specialist and the Council's Business Investment Team

Recommendation: Area Committee to approve £28,000 SIB to develop and deliver a local approach to employment and enterprise.

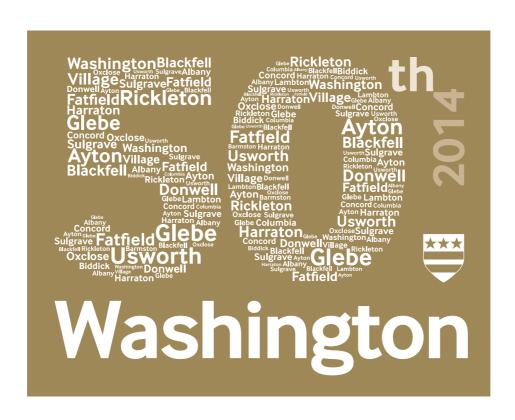
COMMUNITY CHEST 2013/2014 WASHINGTON AREA PROJECTS AGREED: FOR INFORMATION

VARD	PROJECT	AMOUNT	ALLOCATION 2013/2014	PREVIOUS APPROVALS	BALANCE REMAINING
Central	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
	Royal British Legion -PA system for remembrance parade	£60			
	John F Kennedy Primary School – Materials and transport costs for World War 2 project with Year 4 children	£1,000			
	1 st Washington Scout Group – (Joint with W.East) purchase of Olympian metal garage and gas bottles	£1,000			
	Washington Boxing Club- Purchase of equipment including ring cover, gloves, guards and skipping ropes	£1,000			
	Biddick Community Basketball Club Purchase of equipment and kit	£400			
	Totals (7)	£3,336.40	£16,024	£8,910	£3,777.60
East	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Washington Athletic FC -Purchase of football equipment	£1030			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			

	Royal British Legion -PA system for remembrance parade	£60			
	1 st Washington Scout Group – (Joint with W.Central) purchase of Olympian metal garage and gas bottles	£1,000			
	U3A Wessington War Memorial Group- Resin Poppies to be places at properties including fixing costs	£2,000			
	FUNDS RETURN Washington Grange £83.50				
	FUNDS RETURN W & Harraton Angling £1,000*				
	Totals (6)	£4,326.40	£18,799	£10,225	£5331.10 includes returns
North	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Usworth Colliery Primary School - Senior citizens remembrance tea, Christmas event and items for breakfast club	£1,000			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
	Royal British Legion -PA system for remembrance parade	£60			
	Washington New Tavern Football Club Purchase of equipment and kit	£400			
	Fotals (5)	£1,696.40	£13,230	£8,610	£2,323.60
South	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
	Royal British Legion -PA system for remembrance	£60			

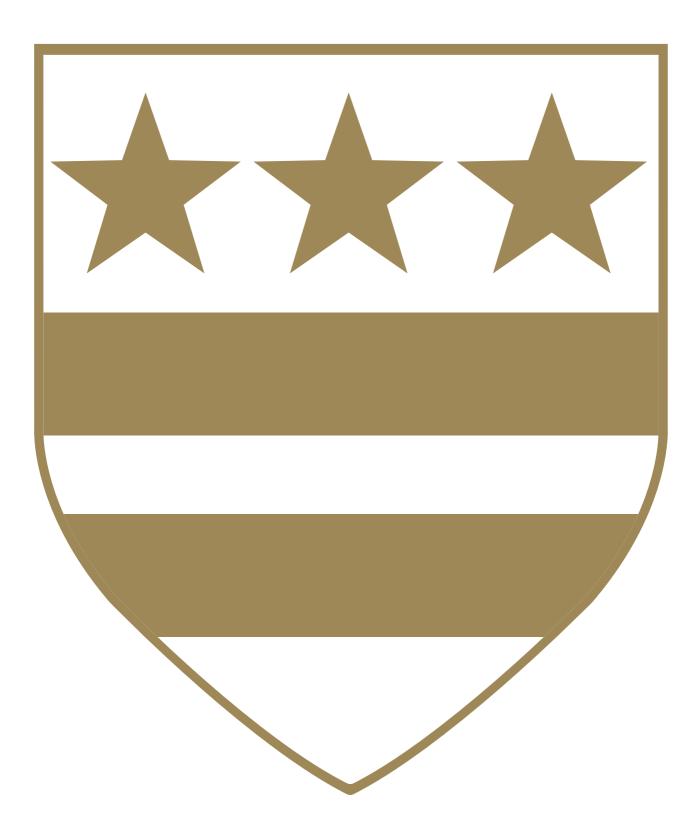
Fotals	26 applications agreed	£18,110.50	£81,483	£41,201	£22,171.50**
	Fotals (3)	£296.40	£12,337	£2,871	£9169.60
	Royal British Legion -PA system for remembrance parade	£60			
	Sunderland City Council Traffic Management Costs-Remembrance	£86.40			
West	Oxclose and District Young Peoples Project -Purchase of spray paint and caps for Washington Wheeled Sports Park	£150			
	Fotals (5)	£9,178.40	£21,093	£10,945	£969.60
	Oxclose Village Primary School Purchase of Apple I Pad Mini and accessories	£4,622			
	Washington Cricket Club –Installation of new drainage system	£4,260			
	parade				

^{*}Washington Easts returns included in balance remaining column











14th January 2014

REPORT OF WASHINGTON AREA COMMUNITY VOLUNTARY SECTOR NETWORK

1. Purpose of the Report

1.1 The report provides an update with regard to the Washington Area Community and Voluntary Sector Network

2. Background

- 2.1 To develop the capacity and influence of the Voluntary and Community Sector (VCS) across the City, Area Networks have been established and delegates represent each Area Network at Area Committee taking forward issues on behalf of the whole VCS in the area and reporting back, providing a two-way flow of communication.
- 2.2 Washington Area Network delegates will present a report to each Area Committee meeting informing Members of activity, progress, issues and concerns of the sector.

3. Washington Area Community and Voluntary Sector Network (ACVSN) Progress Report

The Washington ACVSN has met twice since the last Area Committee in September.

- VCS Network will continue to work on developing and supporting the VCS re collaboration, communications, intelligence and mapping.
- VCS Reps are to give both oral and written updates to the Area Committee and the Boards of Network developments, as requested.
- The Network has been invited to contribute to discussions with regards to the City Council's VCS Relationship Transition Project. The project will consider how best the council can work with the sector to achieve joint objectives and priorities going forward. Network representatives are now to be invited to attend the VCS Relationship Transition Project Board. Further updates will be presented as appropriate.
- The Network received a presentation for the City Council's Sport and Leisure Service identifying how they can support and help local clubs and the community
- The City Council's Procurement Team attended the last Network meeting to identify to the Network how the VCS can access opportunities to deliver SCC contracts. The team also promoted training session to encourage the sector to register on Buy Sunderland First and NEPO
- The Network is keen to find a way to ensure the right support is in place for grass roots organisations to take advantage of opportunities coming forward. This includes the Community Programme for Washington 50 and other local events during 2014, any Call for Projects which the Committee might offer and other small grants opportunities.
- The Network is also keen to discuss how to ensure adequate community development is available to those organisations that need support and to ensure a thriving VCS in Washington.
- The Washington Trust has been invited to submit an application for SIB for a Volunteer Coordinator which will have two main strands, one to support current organisations operating in Washington and help them with succession planning which in the medium term should make the organisations more viable and self-sustaining and develop a thriving VCS in Washington and secondly, to develop a cohort of volunteers - this work will be split into two elements supporting the succession planning by supporting and developing volunteers to help run activities and organisations and recruiting volunteers who are able to give time on

- an adhoc basis, to support community and locality projects, without having to make an ongoing commitment.
- The Network reps are also keen to discuss how to broaden the reach of the Network and ensure the roles of the reps are developed and promoted. As part of the VCS Relationship Transition Project, the terms of reference for the Networks is likely to be reviewed which will address this issue.

4. Recommendations

- 4.1 Members are requested
 - To note the contents of the report and consider the opportunities and issues raised by the Washington ACVSN

Contact: John Rostron, Area Network Representative.

Tel.no. 0191 2193884

Jacqui Reeves, Area Network Representative.

Email Jacqui@washingtonmind.org.uk

Kasia Kurowska, Area Network Representative

Email: partnershipmanager@ageuksunderland.org.uk