

**At a Meeting of the WEST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY, 30<sup>TH</sup> MARCH, 2011 at 5.30 p.m.**

**Present:-**

Councillor P. Gibson in the Chair

Councillors Allan, M. Dixon, Essl, Gofton, Morrissey, Oliver, P. Smith, Tye, A. Wilson and T. Wright.

**Also Present:-**

|                 |                                       |                                       |
|-----------------|---------------------------------------|---------------------------------------|
| Ruth Barker     | Extended Services Manager             | Sunderland City Council               |
| Bill Blackett   | Area Response Manager                 | Sunderland City Council               |
| Les Clark       | Head of Street Scene                  | Sunderland City Council               |
| Kevin Douglas   | Internal Communications Officer       | Sunderland City Council               |
| Alan Duffy      | Head of Operations                    | Gentoo                                |
| Victoria French | Wellness Manager                      | Sunderland City Council               |
| Peter Iveson    | Station Manager                       | Tyne and Wear Fire and Rescue Service |
| Sandra Mitchell | Head of PIP, Children's Services      | Sunderland City Council               |
| Keith Moore     | Area Lead Executive                   | Sunderland City Council               |
| James Newell    | Interim Head of Traffic               | Sunderland City Council               |
| David Noon      | Principal Governance Services Officer | Sunderland City Council               |
| Mark Overton    | Consultant in Public Health           | Sunderland TPCT                       |
| Richard Parry   | Area Officer                          | Sunderland City Council               |
| Jenny Scott     | Policy Officer (Inclusion)            | Sunderland City Council               |

**Andy Neal**

The Chairman referred to the sudden death of Andy Neal, the Council's Youth Development Group Manager, and paid tribute to the work provided by Andy on behalf of the Area Committee and for the Authority as a whole.

The Committee stood for a minute's silence as a mark of respect.

**Chairman's Welcome**

The Chairman welcomed everyone to the meeting and those present introduced themselves.

## **Declarations of Interest**

Item 2 – Community Chest, Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for further Allocation of Resources.

With regard to the Community Chest allocation, Councillor Allan declared a personal interest in the report as a member of Grindon Broadway Social Club. Councillor P. Smith declared a personal and prejudicial interest as a Governor of St. Leonards Primary School. Councillor Essl declared a personal and prejudicial interest as a member of Grindon Broadway Social Club and Councillor Tye declared a personal and prejudicial interest as Chair of the Youth Almighty Project.

With regard to the SIB allocation, Councillor P. Smith declared a personal and prejudicial interest in the application concerning the Silksworth Park Ground Improvement Project as she had family involved with the football team and left the meeting room during consideration of the item.

With regard to the Community Leaders of the Future Project, Councillors T. Wright and Gofton declared personal and prejudicial interests and left the Committee Room during consideration of the item.

## **Apologies for Absence**

Apologies for absence were submitted to the meeting on behalf of Councillors D. Forbes, L. Martin, Old, P. Watson, S. Watson, A. Wright and also on behalf of Bill Leach (VCS Network), Edna Rochester (VCS Network), Nonnie Crawford (STPCT), Julie Raine (City of Sunderland College), Angela Cousins (Sunderland City Council), and Lucy Malarky (Gentoo).

## **Minutes of the last meeting of the Committee held on 5<sup>th</sup> January, 2011**

1. RESOLVED that the minutes of the last meeting of the Committee held on 5<sup>th</sup> January, 2011 be confirmed and signed as a correct record.

## **Community Action in Sunderland West: Identifying New Issues and Agreeing Actions (2010/11 Work Plan)**

The Chief Executive submitted a report (copy circulated) which apprised Members of the following new issues that had been identified for inclusion in the Committee's 2010/11 Work Plan:-

- (i) the Empty Properties Team;
- (ii) East meets West.

(For copy report – see original minutes).

Consideration was given to the report. With regard to the Empty Property Team concern was raised that the dedicated patch for Michael Horsburgh being both Sunderland West and Washington was too great.

With regard to the East meets West Project, Councillor Gofton stated that she was uncomfortable with its title. In addition, she stated that the Committee would need to be provided with costings and on a wider issue it would need to understand the principles underlying the project before it could agree any specifics. The Chairman stated that the Task and Finish Group would report back to both the East and West Area Committees before any decisions were taken.

2. RESOLVED that:-

- (i) the action taken by Sunderland City Council to bring empty properties back into use be noted and that further progress reports be submitted in due course;
- (ii) an 'East meets West' project group be established, the representatives from the West Sunderland Area Committee to comprise Councillors P. Gibson, Essl, Tye and Morrissey.

### **Community Action in Sunderland West – Progress Review – 2011/12 Priorities and Work Plan**

The Chief Executive submitted a report (copy circulated) which updated Members on the progress of developing the 2011/12 Work Plan and the priorities that had been identified for the West Sunderland area through this process.

(For copy report – see original minutes).

Richard Parry, Area Officer, presented the report highlighting that:-

- Local residents and the Community and Voluntary Sector would be given the opportunity to express their views on the identified priorities for the area.
- The views received from this exercise, along with other qualitative research available within the Council, would be used within the Task and Finish Group to add value and support the development of priorities and the 2011/12 Work Plan.
- A final design of the 2011/12 Work Plan would be provided to Members for input prior to its final presentation to the Committee's May meeting for approval.

3. RESOLVED that:-

- i) the updated process on the development of the 2011/12 Work Plan and progress made be noted;
- ii) the final design of the plan be circulated to Members for their input and comment; and

- iii) the final draft plan be submitted to the Area committee's meeting on 25<sup>th</sup> May, 2011 for approval.

### **Community Action in Sunderland West – Progress Review – Environmental and Street Scene Improvements**

The Chief Executive submitted a report (copy circulated) which updated Members on workshops held to progress the Sunderland West Green Space Strategy.

(For copy report – see original minutes).

Councillor T. Wright having requested a copy of the updated Ward maps presented at the second workshop held on 26<sup>th</sup> January, it was:-

4. RESOLVED that the progress towards the development of a Green Space Strategy for the West Sunderland Area be noted.

### **Community Action in Sunderland West – Progress Review – Health and Well Being – Focussing on Areas of Concern and Risk Taking Lifestyle Behaviour**

The Chief Executive submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

Mark Overton, Consultant in Public Health, presented the report highlighting the progress made to date via the Task and Finish Group and through the 'Health Champions' and 'Achieving Marmot' projects. With regard to next steps, Members were advised that the Task and Finish Group would be considering how to progress the growing momentum and further involve other neighbourhood based partners such as the Police and Gentoo.

5. RESOLVED that the report be received and noted.

### **Community Action in Sunderland West – Progress Review – Traffic and Parking**

The Chief Executive submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

James Newell, Interim Head of Traffic, presented the report informing Members that an initial draft report proposing assessment criteria for dropped kerbs was being completed by the Network Management Team of City Services, and would be considered by Cabinet.

There was a high demand for dropped crossings across the City and the developing policy proposed a weighted scoring mechanism to prioritise their provision. The five 'top line' criteria were:-

- Potential type of users of facilities;

- For example, high volumes of users with disabilities.
- Relationship to Network;
  - For example, main or secondary pedestrian route.
- Access to Local Amenities;
  - For example, routes to health centres, shops and other amenities.
- Safety of the Highway User;
  - For example, hazardous nature of alternative routes should kerbs not be installed.
- Local Physical Features.
  - For example, one side of road with dropped kerbs.

The Chairman having thanked Mr. Newell for his report, it was:-

6. RESOLVED that the report be received and noted.

### **Child and Family Poverty Strategy 2011-13**

The Executive Director of Children's Services submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

Ruth Barker, Extended Services Manager, presented the report highlighting the development of a Neighbourhood Model to assist the Council and its partners in carrying out its duty under the 2010 Child Poverty Act to reduce child poverty in its area.

7. RESOLVED that the report be received and noted.

### **Responsive Local Services (Verbal Update from the West Area Response Manager)**

The Chairman welcomed and introduced Bill Blackett, the recently appointed Response Manager, for the West Sunderland Area who provided the Committee with a verbal update on his role and that of his team within the West Sunderland Area, together with details of recent service requests and enforcement action taken. Copies of the Responsive Local Services staffing structure were circulated for members' information.

Members welcomed the new approach being taken with regard to Responsive Local Services and raised the following points:-

- the importance of the attendance of the Response Manager at LMAPs meetings;
- the increased instances of TV 'shells' being dumped in back lanes;
- water logging issues at the Sunderland Tennis Centre;

- the need to provide email addresses and telephone numbers for everyone in the Response Local Services Team;
- the need to provide ward based fire figures in future.

The Chairman having thanked Mr. Blackett for his presentation it was:-

8. RESOLVED that the verbal update be received and noted.

### **Community Chest, Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for Further Allocation of Resources**

The Chief Executive submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

Dave Leonard, Area Co-ordinator, presented the item informing Members of the following recommendations as detailed in the report:-

- (i) to note the financial statement for Area Committee funding for 2010/2011;
- (ii) to approve the granting of SIB funding of £50,000 in respect of the Jubilee Centre's Learning and Employment Support Services Project;
- (iii) to approve the granting of £25,634 SIB funding in respect of the Lambton Street Youth Centre's Minibus Project;
- (iv) to approve the granting of SIB funding of £15,529 for West End FC's Ford Quarry Ground Improvement Project;
- (v) to approve the granting of SIB funding of £20,600 in respect of the Belford House FC's Silksworth Park Ground Improvement Project;
- (vi) to approve the granting of SIB funding of £10,000 in respect of the Tunstall North Allotment Association's Environmental Improvement Project;
- (vii) to approve 28 proposals for support from the 2010/2011 Community Chest; and
- (viii) to note the position statement in respect of the Education Business Connections, Community Leaders of the Future Project.

Consideration was given to the report and to the funding requests.

Councillor M. Dixon placed on record his thanks to Cath Morrow for her dedicated and professional administration of the Council's Community Chest.

The Chairman referred to reference earlier in the meeting and moved that the SIB funding request for £50,000 in respect of the Jubilee Centre's Learning and Employment Support Services Project should stand deferred.

Accordingly it was:-

9. RESOLVED that:-

- (i) the Area Committee's funding statement for 2010-11 be received and noted;
- (ii) approval be given to the granting of SIB funding of £25,634 to Lambton Street Youth Centre in respect of the 'Mini Bus' Project;
- (iii) consideration of the application from the Jubilee Centre for SIB funding of £50,000 be deferred to allow for the establishment of a Task and Finish Group;
- (iv) approval be given to the granting of SIB funding of £15,529 to West End FC in respect of the Ground Improvement Project;
- (v) approval be given to the granting of SIB funding of £26,600 in respect of Belford House FC's Silksworth Park Ground Improvement Project;
- (vi) approval be given to the granting of SIB funding of £10,000 to Tunstall North Allotment Association in respect of the Environmental Improvement Project;
- (vii) approval be given to the granting of the 28 Community Chest applications as detailed in Annex 1b of the report; and
- (viii) the position statement in respect of the Education Business Connections Community Leaders of the Future Project be received and noted.

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

(Signed) P. GIBSON,  
Chairman.

## **SUNDERLAND WEST AREA COMMITTEE**

**25<sup>th</sup> May 2011**

### **Report of the Chief Executive**

#### **COMMUNITY ACTION IN THE WEST – Annual Report**

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

- 1.1 At its meeting in June 2010, the Committee agreed the work plan for the 2010/11. It was agreed that the May 2011 meeting would consider the committee's 'Annual Report'.

##### **2. Background**

- 2.1 The Annual Report at Annex 1a provides a snapshot of the committee's work over the 2010/11 municipal year. There have been some major achievements and success achieved throughout 2010/2011 and changes implemented in the way the Committee operates have seen a greater alignment with priorities and a clearer focus on delivery.
- 2.2 The Annual Report celebrates the success and achievements and outlines further suggestions to continue to build upon successes based upon lessons learned throughout 2010/2011.

##### **3. Recommendations**

- Note and agree the content of the Annual Report.
- Agree the progression of lessons learned for the future year.

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

- Annual Report
- Quarterly monitoring reports
- Research/Surveys of Council and Partners

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## West Annual Report 2010/11

### **Executive Summary by Councillor Peter Gibson, West Area Committee Chair**

At the beginning of the last financial year, Area Committee set out its priorities for the year ahead and developed a Work Plan for 2010/2011 in order to monitor actions against these priorities. During this exercise it was acknowledged that community involvement should be at the heart of everything we do and so, throughout the year, when identifying what actions we could take to deliver the priorities, we considered the needs of our neighbourhoods and how we would engage with community and voluntary sector groups and with our residents across all of the wards in the West area. Through very successful partnership working we have reached large numbers of people; whether it is consultation with residents, representation from the Voluntary and Community Sector (VCS) network or local people helping to deliver actions, we have encouraged a wide range of organisations to support the work of Area Committee.

The committee's priorities have focussed on those we can have a direct impact on and those we can influence to provide more focussed service delivery to the residents of the West.

We established 'Task and Finish' Groups to progress our priorities on 'Environment and Street Scene', 'Health and Well Being' and 'Traffic and Parking'. For 'Youth and Play', 'Child Poverty' and Responsive Local Services' we asked for and received reports, which allowed the committee to either make key changes to services or have an impact on how policy is being formulated.

We have worked hard to ensure that we get best value and maximum outcomes from our Strategic Investment Budget and Strategic Investment Plan funding and have allocated the majority of our budget to delivering the priorities outlined in the 2010/11 Work Plan. We will continue to develop this and next year instigate a 'Call for Projects' mechanism which will allow Area Committee to identify what we want to achieve and then invite local groups and organisations to design project proposals to meet our needs.

Area Committee has a key role in influencing service delivery to ensure the specific needs of the area are met. Over the last year, we have worked to inform and influence the Responsive Local Services (RLS) project and are now pleased to see the project moved into a key service delivery area responding to local need. The West now has a dedicated team of officers working in the area to tackle issues such as Litter, Graffiti, Refuse, Grass Cutting, Dumping of Waste and Dog Fouling. Already there have been a number of compliments and positive comments from residents regarding the high standards of service received.

The committee will continue to monitor and influence the services and to develop local projects that provide benefits to our residents in the West area.

## West Annual Report 2010/11

### Introduction

In April 2010, it was agreed that Area Committee would select a limited number of priorities on which to base its work plan for 2010/11. Using evidence collected from members, officers and partners and the results of resident and community surveys and feedback, a number of key issues were highlighted and presented to Committee to identify where Area Committee could influence service delivery to support improvements in the area. To support the achievement of area priorities Area Committee have a delegated budget to allocate against the selected priorities and provide solutions to local problems.

This report identifies what Committee set out to do to deliver those priorities and what key achievements have been delivered. The report also evidences the performance of all projects and initiatives that have been awarded Area Committee resources to deliver activities which have brought real improvements to the area, and influenced service improvements. It provides detail with regard to the allocation of funding against priorities and estimated match funding to be achieved from approved projects and initiatives.

Information is also included on how the Area Committee meetings operate including attendance, satisfaction and community involvement. This annual review process identifies best practice and lessons learned and influences the way forward for the next municipal year.

At the June 2010 meeting it was agreed that West Area Committee would focus its efforts where it can make a real difference and six key priorities for 2010/11 were identified. This report provides a summary of the key achievements, service improvements and budget allocation (for the year 2010/11) against the key priorities of:

- Child Poverty;
- Environmental and street scene improvements, including shopping centres;
- Health and well being, focussing on areas of concern and risk taking lifestyle behaviour;
- Traffic and parking;
- Youth and play provision;
- Responsive Local Services.

During this exercise it was recognised that there is a need to consider other cross cutting areas of work, for example, equality and inclusion and community engagement, whilst delivering against the priorities.

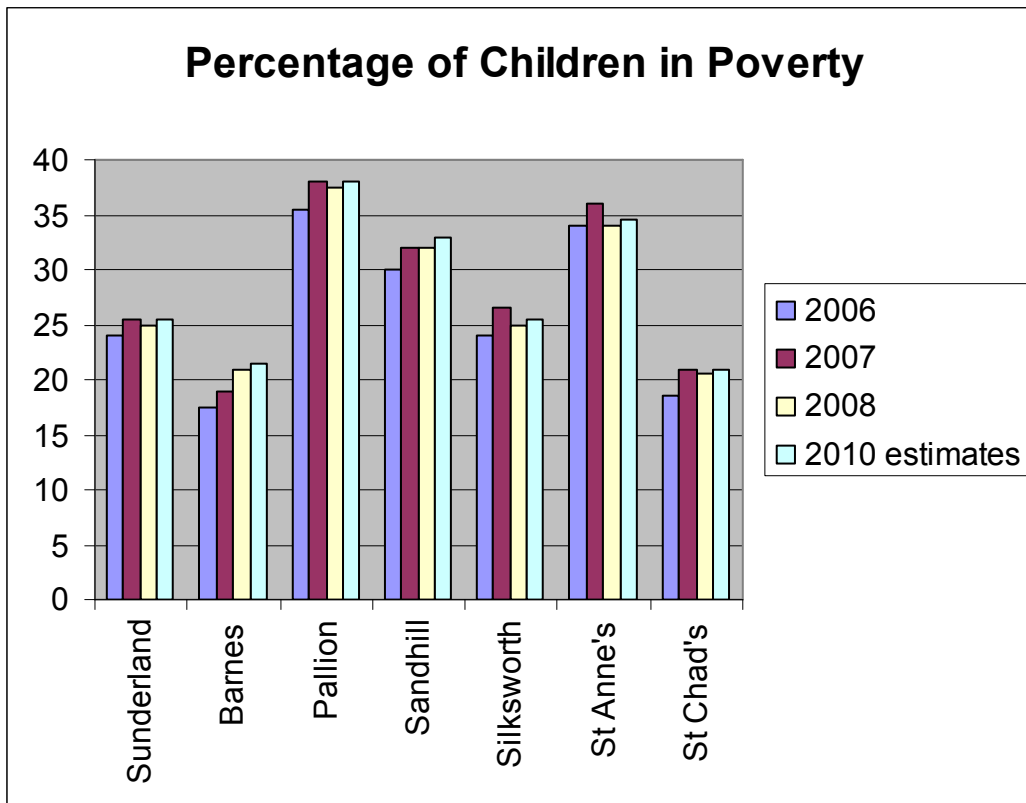
In addition, work continued on supporting work and projects associated with the priorities developed in 2010/11.

This has resulted in the West Area Committee 2010/11 Work Plan Review evidencing seven key areas of work in this 'End of Year Report'.

## Child Poverty

### Key statistics

- 25.4% of Sunderland's children live in poverty. (North East, 24.35%; England, 21.6%)
- 28% of the West's children live in poverty.
- Pallion contains a Lower Super Output Area within the top 1% nationally and 4 within the top 5% of Sunderland.



### What we set out to do

- Contribute too the development of a city wide strategic framework to guide the committee's actions.
- Contribute to the Child Poverty Needs Assessment for the City.
- Develop proposals for services to tackle child and family poverty.

### Achievements Delivered

- City wide strategy agreed by Cabinet.
- Development of a pilot neighbourhood project.

### Budget Allocation

None to date. Need to measure the outcomes of the pilot project.

### Community Involvement

- Consultation with VCS Network.
- Consultation with local partners.
- City Wide Partnership Board to oversee delivery.

## Environmental and Street scene improvements

### Key statistics

- Over three quarters of West residents (78%) say that they are satisfied with their local area, which places it in line with the City average. (residents' survey 2009).
- Satisfaction with street scene in the West also follows the Sunderland average with 88% satisfied with refuse collection and 94% with street lighting.

### What we set out to do

- Improve the appearance of open and public spaces, shopping areas and the local environment.
- Increase residents' pride in their neighbourhood.
- Reduce negative perceptions of the area.
- Identify key locations for further improvements.

### Achievements Delivered

- Improvement works to Thorndale Road shopping area currently being undertaken.
- Works to Merle terrace and Pallion Road shops have been approved.
- Provided funding for the completion/improvement of the cycle network from Chester le Street to the Sunderland Cycleway.
- Influenced the City's 'Green Infrastructure Strategy'.

### Budget Allocation

|  |                          |                          |                               |                         |                         |                               |
|--|--------------------------|--------------------------|-------------------------------|-------------------------|-------------------------|-------------------------------|
| <b>Hastings Hill Path Improvements</b><br><b>Allocation: £30,000</b>   | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| Number of new or improved community facilities and equipment.  | 1                        | 0                        |                               | £30,000 (SIP)           | 0                       |                               |
| The project is to construct a new replacement cycle path at Hastings Hill, which will complete the network from Chester le Street to the Sunderland Cycleway.<br>The project will see the rationalisation of existing desire lines through agricultural land into a 2m wide footpath/cycleway following the field boundary to the benefit of both the agricultural tenant and the community at large. Discussions with tenant and landowner have still not been resolved and works are not expected to commence until summer 2011. |                          |                          |                               |                         |                         |                               |
| <b>Thorndale Road Environmental Improvements (Phase 1)</b><br><b>Allocation: £18,000</b>   | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| Number of events/programmes of work to improve the appearance of streets/area.   | 1                        | 1                        |                               | £10,000                 | £7,500                  |                               |
| Funding of £18,000 was agreed to initiate Phase 1 of environmental and improvement works. These works, following discussion with the Police, consist of initial clearance, ground works, shrub works and landscaping and pin kerbing to the fence side of the shopping parade. The project was subject to substantial delays due to adverse weather conditions and has been re-profiled to complete in the next two quarters.  |                          |                          |                               |                         |                         |                               |
| <b>Pallion Shops &amp; Thorndale Road (Phase 2)</b><br><b>Allocation: £30,000</b>  | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| Number of events/programmes of work to improve the appearance of streets/area.   | 1                        | 0                        |                               |                         |                         |                               |
| This funding was agreed in early 2011 and will complete the environmental works at Thorndale Road and Deliver a programme of street scene improvements to Pallion Road shopping area and planting works at Merle Terrace. Work is due to begin and due to the seasonal nature of some of the planting, the project will not complete until quarter 3.  |                          |                          |                               |                         |                         |                               |
| <b>Silksworth Lake Improvements</b><br><b>Allocation £15,000</b>   | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| Installation of floating island  | 2                        | 2                        |                               | £15,000                 | £6,223                  |                               |
| Installation of angling platform   | 1                        | 0                        |                               |                         |                         |                               |
| Installation of feeding platform   | 1                        | 1                        |                               |                         |                         |                               |
| Capital funding of £15,000 was awarded to construct an island and support facilities to improve the lake and its surrounds and provide protection for nesting birds.   |                          |                          |                               |                         |                         |                               |

The project was delayed. A new contractor has now been found and the platforms have been constructed and one is awaiting installation. The expenditure reflects the delays.

## Community Involvement

- Consultation with VCS Network.
- Consultation with Thorney Close and Pallion residents through 'Community News' and direct contact.
- Involvement of residents in developing the 'Green space Audit'.
- Consultation with the Woodland Trust.
- Consultation with Natural England.

## Health and Well Being, focussing on areas of concern and risk taking lifestyle behaviour

### Key statistics

- Sandhill and Pallion wards both see high percentages of adults smoking (30-35%) and St Anne's sees high levels (25-30%).
- Alcohol consumption is above the average in Pallion and significantly above in St Anne's.
- Pallion, Sandhill and St Anne's contain communities with significantly poorer health outcomes than the city, which has poorer outcomes regionally and nationally.

### What we set out to do

- Improve health outcomes for local residents.
- Connect residents to public health services.
- Embed health and lifestyle issues into the work of staff and volunteers in local communities.

### Achievements Delivered

- Task and Finish Group representing a successful partnership between the council. Teaching Primary Care Trust (TPCT), Gentoo and the local Voluntary and Community Sector (VCS).
- Health Champions project delivering training to front line staff and volunteers.

### Budget Allocation

Note: Targets and actuals are for the period April 2010 – March 2011

| <b>West Health Champions<br/>Allocation: £30,000</b>  | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
|---|--------------------------|--------------------------|-------------------------------|-------------------------|-------------------------|-------------------------------|
| No. of adults receiving training (accredited)   | 0                        | 0                        |                               | 0                       | 0                       |                               |
| No. of adults receiving training (non-accredited)   | 0                        | 0                        |                               |                         |                         |                               |
| West Health Champions works with frontline staff, local community workers and volunteers who are offered training to become health champions, so that they can offer advice, support and information on health and wellbeing issues as part of their everyday work to their neighbours, colleagues, friends and family. This will ensure that people are supported to be able to as part of a holistic approach to improving health. SIB and outputs will not show until this financial year. |                          |                          |                               |                         |                         |                               |
| <b>Tunstall Hills Allotments<br/>Allocation: £10,000</b>  | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| No. of improved community facilities  | 0                        | 0                        |                               | 0                       | 0                       |                               |
| The project is to improve 1,692 square metres of internal roadway and footpaths to provide better access for allotment users. This will improve general access, in particular access for disabled users, people in wheelchairs and motorised wheelchairs. The project was approved March 30 <sup>th</sup> and will complete this quarter.   |                          |                          |                               |                         |                         |                               |
| <b>Silksworth Park Ground Improvement<br/>Allocation: £20,660</b>   | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| No. of improved community facilities  | 1                        | 0                        |                               | 0                       | 0                       |                               |
| No. of people engaged in sports' activities   | 80                       |                          |                               |                         |                         |                               |

|   |                          |                          |                               |                         |                         |                               |
|---|--------------------------|--------------------------|-------------------------------|-------------------------|-------------------------|-------------------------------|
| No. of people volunteering  | 10                       |                          |                               |                         |                         |                               |
| No. of young people benefiting from inclusion/diversionary activities   | 30                       |                          |                               |                         |                         |                               |
| This project is to fund additional facilities at Silksworth Park. The new improvements will sustain the fitness and health levels of players who currently access the site to play competitive football. The improvements in playing standards will help the club to grow and increase participation levels. The project was approved 30 <sup>th</sup> March and will spend in 2011/12.               |                          |                          |                               |                         |                         |                               |
| <b>Ford Quarry Ground Improvements<br/>Allocation: £15,529</b>  | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| No. of improved community facilities  | 1                        |                          |                               | 0                       | 0                       |                               |
| No. of people engaged in sports' activities   | 60                       |                          |                               |                         |                         |                               |
| No. of people volunteering  | 10                       |                          |                               |                         |                         |                               |
| No. of young people benefiting from inclusion/diversionary activities   | 60                       |                          |                               |                         |                         |                               |
| This project is to fund additional facilities at Ford Quarry Recreation Ground. The new improvements will sustain the fitness and health levels of players who currently access the site to play competitive football. The improvements in playing standards will help the club to grow and increase participation levels. The project was approved 30 <sup>th</sup> March and will spend in 2011/12. |                          |                          |                               |                         |                         |                               |
| <b>Grace House North East Children's Hospice<br/>Allocation</b>   | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| Feasibility Study   | 1                        | 1                        |                               | 1,675                   | 1,675                   |                               |
| Revenue funding was awarded by all committees towards the costs of the building works.  |                          |                          |                               |                         |                         |                               |
| <b>Facilities renewal- Silksworth Cricket Club<br/>Allocation: £36,000</b>  | <b>Output<br/>Target</b> | <b>Output<br/>Actual</b> | <b>Progress<br/>Indicator</b> | <b>Spend<br/>Target</b> | <b>Spend<br/>Actual</b> | <b>Progress<br/>Indicator</b> |
| No. of improved community facilities  | 1                        | 1                        |                               | £8,000                  | £7,500                  |                               |
| No. of people using improved facilities   | 30                       | 0                        |                               |                         |                         |                               |
| No. of voluntary groups supported   | 3                        | 0                        |                               |                         |                         |                               |
| Funding was awarded to ensure the clubs facilities are refurbished and brought back into use for the club and the wider community. Works include roof replacement, clubhouse frontage and heating installation. Quotations have now been obtained for the three main elements of work. Delays to the work have meant the people indicators have been delayed from being achieved.                     |                          |                          |                               |                         |                         |                               |

## Community Involvement

- Consultation with VCS Network.
- Consultation with West projects.
- Consultation with youth projects.

## Traffic and Parking

### Key statistics

- Traffic, inconsiderate parking and dangerous driving are consistently in the top three of West residents' concerns.
- Road and pavement repairs are one of West residents' main concerns.

### What we set out to do

- Identify key hotspots.
- Influence the delivery of local services.
- Review the current arrangements for maintenance and capital works.

### Achievements Delivered

- Initiated a city wide review of dropped kerb provision and criteria
- Identified a number of road safety schemes for possible inclusion in the Council's Capital Programme.
- Area Committee will be asked to approve proposed programmes of works for future years. Reports to be presented in September, outlining proposals for 2012/13.

## Budget Allocation

| Sunderland City Council Parade Traffic Management   | Output Target | Output Actual | RAG | Spend Target | Spend Actual | RAG |
|---|---------------|---------------|-----|--------------|--------------|-----|
| A6 Number of events held  | 1             | 1             |     | £2,618       | £2,115       |     |
| Revenue funding was awarded to contribution towards the traffic management for the Silksworth and South Hylton Remembrance Parade. £503. Under spend to be returned. Project completed. |               |               |     |              |              |     |

## Community Involvement

- Consultation with VCS Network.
- Liaison with the Police.
- Liaison Gentoo.
- Place Survey.

## Youth and Play provision

### Key statistics

- Estimated number of children and young people of school age, who reside in the West area, are 8,336.
- Sunderland City Council secured £2.1 million government grant 'Play Pathfinder' to get more children playing outside. This has doubled the number of children in the West, up to 75% from 37% in 2008, who live within one kilometre of play facilities.
- The Council have recently awarded six ward contracts and 1 city wide youth provider contracts across the West area to deliver youth provision/work at a ward level.
- The Place survey 09-10 highlights that the area where teenagers hanging around in the streets are seen as the biggest problem are West Sunderland (56%) compared to a City-wide figure of 50%. This represents an 8% increase since 08-09.
- 52% of residents in West Sunderland feel that activities for teenagers need improving, the same as the Sunderland average.

### What we set out to do

- Identify gaps in Youth provision/work. Defined as targeting 13-19 year olds, (or 25 years old if individuals have learning difficulties/disabilities), in informal activities delivered outside of statutory core curriculum.
- Identify gaps in Play provision. Defined as targeting under 13's, this may cover community play parks, extended schools.
- Add value to provision.

### Achievements Delivered

#### Youth Provision:

- Evaluation and feedback report on XL youth villages.
- Direct involvement of members in the youth commissioning process
- Funded and supported a number of youth projects.
- Funded and supported work with young people Not in Education, Employment or Training

#### Play Provision:

- Area Committee received an update on achievements to date in the Play and Urban Games Strategy (PUGs) helped to shape the consultation framework. The refined strategy was presented to Cabinet for approval. This led to the design and refurbishing of the following local play facilities: Silksworth Rec MUGA, Thorney Close, South Hylton Playing Fields & Tansey Centre, Farringdon, Silksworth Recreation Play, King George, Barnes Park, The Blackie and the City Adventure Play Park.

- Agreed the priorities for future investment in the West area.
- Agreed SIP funding for South Hylton, in line with priorities.

## Budget Allocation

Note: Targets and actuals are for the period April 2010 – March 2011

| <b>South Hylton Play and Environmental Improvements</b><br><b>Allocation: £75,000</b>  | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
|--|----------------------|----------------------|---------------------------|---------------------|---------------------|---------------------------|
| No. of new play facilities provided  | 2                    | 0                    |                           |                     |                     |                           |
| No. of people using improved facilities  | 1,200                | 0                    |                           |                     |                     |                           |
| No. of people engaged in sports' activities  | 720                  | 0                    |                           |                     |                     |                           |
| The project will develop three outdoor spaces, in three individual areas of South Hylton, which will ensure the area has a range of exciting, stimulating and usable community spaces. Work will commence this year and outputs will be reported throughout 2011/12.   |                      |                      |                           |                     |                     |                           |
| <b>Lambton Street Youth Centre - Minibus</b><br><b>Allocation: £25,634</b>   | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
| No. of young people engaged in additional youth activities   | 300                  | 0                    |                           |                     |                     |                           |
| No. of people engaged in sports' activities  | 240                  | 0                    |                           |                     |                     |                           |
| No. of community/voluntary groups supported  | 6                    | 0                    |                           |                     |                     |                           |
| Funding was awarded on March 30 <sup>th</sup> to enable the purchase of a new minibus that is equipped for use with disabled young people. The minibus will support a wide range of programmes offered to young people and will increase participation by providing transport to and from the Youth Centre. Outputs will be reported in the next quarter.  |                      |                      |                           |                     |                     |                           |
| <b>Youth Almighty Minibus Project</b><br><b>Allocation: £29,994</b>  | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
| No. of people engaged in sports activities   | 15                   | 0                    |                           | £29,994             | £27,009             |                           |
| No. of additional young people engaged and participating in youth provision  | 15                   | 0                    |                           |                     |                     |                           |
| No. of additional young people engaged in youth activities   | 15                   | 0                    |                           |                     |                     |                           |
| Funding was awarded to purchase a mini bus to increase the number of young people accessing positive activities and youth provision. The mini bus was delivered to the project on 28 <sup>th</sup> March 2011 which has delayed outputs.   |                      |                      |                           |                     |                     |                           |
| <b>Sunderland Phoenix Project</b><br><b>Tyne and Wear Fire and Rescue</b>  | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
| No. of additional youth sessions per week  | 15                   | 15                   |                           | £9,210              | £9,332              |                           |
| No. of young people benefiting from youth inclusion/diversionary project   | 35                   | 32                   |                           |                     |                     | (1.3%)                    |
| Revenue funding was awarded for running costs to deliver Phoenix Respect (L2) and Advance Course (L3), with Youth Offending funding Phoenix (L1). The Phoenix Project awards good behaviour, for example, if a young person does not commit a crime they can progress through the levels, if they do commit a crime they are not allowed to continue. Evidence supplied stated that if a young person ceases offending for a period of 12 months they are unlikely to return to offending behaviour and 'adopt a preference' to not offend. The project has received regional accolades and an award and has been put forward for a national award. Other Fire and Rescue authorities are interested in adopting the model to roll out in their areas. One course had to be delayed to the following (third) quarter. The spending profile is split across four quarters for the financial year and is on target. No concerns about the project to report. |                      |                      |                           |                     |                     |                           |
| <b>Pallion Action Group: Great Aspirations</b><br><b>Allocation: £52,421</b>   | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
| No of young people benefiting from youth inclusion/diversionary activities   | 55                   | 69                   |                           | £17,474             | £10,004             |                           |
| No of people employed in voluntary work  | 32                   | 58                   |                           |                     |                     |                           |
| No of young people Not in Education, Employment or Training encouraged into further education and training   | 62                   | 70                   |                           |                     |                     |                           |
| No of people benefiting from a healthy lifestyle   | 55                   | 76                   |                           |                     |                     |                           |
| The project was awarded £52,421 towards the cost of delivering a programme of education and employment related projects and services for young people, including those with disabilities, in the Pallion and wider West  |                      |                      |                           |                     |                     |                           |

area. The projects will be work with young people, in particular, those who are Not in Employment, Education or Training. Engaging the young people in healthy and educational activities is designed to equip them the range of skills-social, educational, emotional-they need to improve their employability and help to tackle youth unemployment. Current outputs are now reflecting the number of young people accessing the project. Pallion Action Group has an established referral system to help young people with drug, alcohol and substance misuse. This partnership work will in future promote healthier lifestyles. Great Aspirations is progressing young people into education, training and employment.

| Community Leaders for the Future<br>Allocation: £11,543   | Output<br>Target | Output<br>Actual | Progress<br>Indicator | Spend<br>Target | Spend<br>Actual | Progress<br>Indicator |
|---|------------------|------------------|-----------------------|-----------------|-----------------|-----------------------|
| No. of community/voluntary groups supported   | 1                | 1                |                       | 5,820           | 2,412           |                       |
| No of people employed in voluntary work   | 30               | 30               |                       |                 |                 |                       |
| No of young people benefiting from youth inclusion/diversionary projects  | 30               | 30               |                       |                 |                 |                       |
| Revenue funding was awarded to develop young people's readiness and employability skills, foster a sense of entrepreneurship and an understanding that volunteering makes a real difference to everyday life across the city and that young people can be positive about giving freely of their time and energy as a preparation for adulthood and citizenship. |                  |                  |                       |                 |                 |                       |
| Family Impact Services: Ear 4 U<br>Allocation: £9,900   | Output<br>Target | Output<br>Actual | Progress<br>Indicator | Spend<br>Target | Spend<br>Actual | Progress<br>Indicator |
| No. of new additional young people engaged and participating in   | 16               | 12               |                       | 4,590           | 4,590           |                       |
| No of people accessing improved advice and support  | 0                | 0                |                       |                 |                 |                       |
| Revenue funding was awarded to employ a part time work to deliver a specialist service to children and young people. The service offers one to one support for children and young people who have/are experiencing bullying issues, or other social issues (eg domestic violence, family breakdown or family substance use).                                    |                  |                  |                       |                 |                 |                       |
| The reason the project has not reached its expected target, is the level of support needed has been externally high as the problems have been complicated. However, the organisation is confident that it will catch up during Q1 in 2011.  |                  |                  |                       |                 |                 |                       |
| Operation Freedom<br>LMAPS; Police<br>Allocation: £41,108   | Output<br>Target | Output<br>Actual | Progress<br>Indicator | Spend<br>Target | Spend<br>Actual | Progress<br>Indicator |
| No. of new or improved community facilities   | 5                | 8                |                       | 41,108          | 27,657          |                       |
| No. of homes/businesses/community facilities with improved security   | 80               | 100              |                       |                 |                 |                       |
| No. of additional young people engaged in youth activities  | 50               | 80               |                       |                 |                 |                       |
| The project was awarded £41,108 targets ASB geographically, by the Police and partner agencies, and includes prevention, intelligence, enforcement and reassurance tactics. Work is undertaken in relation to the sale and access of alcohol, for example confiscation of alcohol from young people, intelligence gathering and off license checks.             |                  |                  |                       |                 |                 |                       |
| The project will also improve engagement with youths in all wards of Sunderland West, through additional youth work sessions, and seek to break down barriers between the young and older residents within communities.   |                  |                  |                       |                 |                 |                       |
| The project has a number of financial claims outstanding, but due to savings in Police and Council staff time, will spend under budget.   |                  |                  |                       |                 |                 |                       |
| Anti Social Behaviour Fire Reduction<br>LMAPS; Tyne and Wear Fire and Rescue  | Output<br>Target | Output<br>Actual | Progress<br>Indicator | Spend<br>Target | Spend<br>Actual | Progress<br>Indicator |
| No. of additional youth sessions delivered per week   | 6                | 6                |                       | 3,000           | 3,000           |                       |
| No of community or educational events held  | 6                | 6                |                       |                 |                 |                       |
| No. of additional young people engaged and participating in youth sessions  | 180              | 900              |                       |                 |                 |                       |
| A rising problem of ASB fires was identified in the West Area. This project seeks to engage years 10 and 11 pupils in the area's three high schools through interactive drama.  |                  |                  |                       |                 |                 |                       |
| Six performances have been performed in three secondary schools with over 900 pupils attending the performances. Quantitative feedback displaying the retention of information from the performances has been collated from questionnaires this shows an improvement in knowledge regarding ASB fires.  |                  |                  |                       |                 |                 |                       |
| Feedback has been received from pupils and staff (questionnaires and focus groups) which showed positive results  |                  |                  |                       |                 |                 |                       |

| <b>Silksworth C.C Roof Repairs</b>  | <b>Output Target</b> | <b>Output Actual</b> | <b>Progress Indicator</b> | <b>Spend Target</b> | <b>Spend Actual</b> | <b>Progress Indicator</b> |
|---|----------------------|----------------------|---------------------------|---------------------|---------------------|---------------------------|
| No of new or improved community facilities and equipment                                    | 1                    | 1                    |                           | 3,450               | 3,450               | (100%)                    |
| This was an emergency application to repair the roof and damage caused by inclement weather |                      |                      |                           |                     |                     |                           |

### **Community Involvement**

- Consultation with West VCS Network
- Consultation with young people accessing mobile and fixed youth provision.
- Consultation with youth providers.
- Engaging over 3,000 children and young people citywide in play design
- Northumbria Police, Neighbourhood Policing Team.

## **Responsive Local Services (RLS)**

### **Key statistics**

- Dedicated Response Team now in place for each area including Area Response Manager, Response Officer, Ward Team Leaders and Environmental Enforcement Officers.
- Staff Reporting Line has reduced the number of customer service requests and over 40% of all requests for service are now reported and actioned by staff before customers are required to take action.
- The current scope of RLS covers the service areas of Litter, Graffiti, Refuse, Grass Cutting, Dumping of Waste and Dog Fouling. It also provides the opportunity for a wider range of issues to be considered within a context of local problem solving.

### **What we set out to do**

- Recognise and enhance the community leadership role of elected members.
- Increase the number of residents who feel they can influence priority setting and decision making in their local area.
- Increase in residents satisfied with services provided in their neighbourhood
- Increase in service requests dealt with right first time – including reduction in time for end to end service delivery.
- Increase in the number of residents who feel informed about what is happening in their area.
- Services are tailored to local needs and are responsive to the customers' needs in their local area.
- Increase in the number of residents satisfied with the level of customer service.
- Published standards for customers to review.
- Easily accessible services and customers know how to access them through targeted communication.
- Actively seek customer comments on performance and change performance to address the comments received.
- Recognised as excellent, fit for purpose and value for money.
- Actively working across the City, in partnership to achieve added value.
- Services that local councillors can be proud of and enable local councillors to be recognised for driving high quality services which are meeting the needs of communities at every level.

### **Achievements Delivered**

- Supporting residents and businesses to manage their waste to ensure the area is clean and tidy

- Additional cleaning machine procured to deep clean pavements, this being especially useful in cleaning estate shopping areas.
- The Area Response Manager is meeting with his counterpart within Gentoo on a bi-monthly basis to share information and to ensure close working arrangements
- Coordinated approach to area management working alongside Gentoo, Police and Residents Groups.
- Removing litter and fly tipping from non council land swiftly, with the philosophy that if we can see it, a customer can see it, so we remove immediately
- The Area Response Manager has been identified by Area Committee as lead on 'Environment and Street Scene'. This will be a priority for Committee during 2011/12 and will further explore the protocols for removal of litter and fly tipping from private land to ensure cleaner greener safer environment.
- Partnership working and patch walks with Gentoo, to ensure consistency of approach, are being carried out.
- Quick and timely responses to numerous Councillor requests, to ensure customer satisfaction.
- Drop-in sessions are being arranged for each ward. This will allow local residents to talk to the response team about any issues they may have
- With regard to waste and bins remaining in rear lanes after collection day, advice and assistance is being provided in first instance and notices specifying the specific manner in which waste must be stored and presented for collection served where necessary
- Patch walks with all Ward Councillors are being planned. This will ensure a joint officer/member approach to identifying issues

### **Budget Allocation**

None allocated from Area Committee.

### **Community Involvement**

- Residents have contacted the Area Response Manager directly as a result of an article in Community News
- Residents requests and complaints have been investigated and actioned
- The team have contacted residents directly to ensure concerns and complaints are taken on board and addressed
- A number of compliments and notes of thanks have been received from the community
- Members of the VCS network have been updated on the RLS service area and are giving feedback via the Community Co-ordinator

**In addition, a project was funded to help deliver priorities identified and still current from the 2009/10 work plan**

### **Priority: Raise Aspirations of Young People and their Families (09/10)**

| Next Steps<br>Pennywell Neighbourhood centre  | Output<br>Target | Output<br>Actual | Progress<br>Indicator | Spend<br>Target | Spend<br>Actual | Progress<br>Indicator |
|---|------------------|------------------|-----------------------|-----------------|-----------------|-----------------------|
| Number of people accessing advice and support   | 55               | 59               |                       | £10,672         | £10,672         |                       |
| Number of adults obtaining non accredited qualifications  | 48               | 55               |                       |                 |                 |                       |
| Number of people benefiting from healthy lifestyle projects   | 45               | 48               |                       |                 |                 |                       |
| The funding allowed the continuation of the Community Education Programme which included a variety of courses. The learners have gained confidence and independence through the programme which has improved self esteem. In addition, the carers who accompany the learners have also gained skills through attending these courses. |                  |                  |                       |                 |                 |                       |

## Governance and Operation of Committee Meetings

The first meeting of this year was designed to enable all elected members, officers, partners and residents present to contribute to the discussion and decision making in a participative way. The meeting was evaluated by asking all in attendance to complete a short questionnaire and the results of this survey were used to improve and further develop the roles of members, officers and partners to ensure effective operation and participation in meetings.

Meetings throughout the year have continued to be well attended and participative. On average a total of 14 out of the 18 elected West councillors, 10 council officers, six partners and two members of the public take part in each meeting. A pre meeting and post meeting debrief take place to identify relevant issues and implement improvements for future meetings. Examples include -

- Making the reports and associated papers more concise and informative
- Providing guidance and support to presenters of reports
- Ensuring venues for meetings are suitable and accessible
- Providing accurate and clear financial information
- Ensuring agreed actions are followed up

The standard agenda implemented at the beginning of the year continues to work well and is designed to bring consistency and focus to each of the Area Committees.

- Item 1 includes welcome, apologies, declarations of interest and minutes of previous meeting
- Item 2 discusses new issues to assess whether committee can influence services or deliver relevant actions
- Item 3 provides a progress report on the previously agreed workplan and associated actions
- Item 4 offers the opportunity for Committee to be consulted on, and influence, relevant issues

In relation to area committees, the member survey 2011 shows:

|  | All of the time | Most of the time | Occasionally | Never |
|--|-----------------|------------------|--------------|-------|
| Are the meeting venues easily accessed by partners and the community?  | 32%             | 52%              | 12%          | 4%    |
| Is the layout of the room satisfactory?  | 24%             | 48%              | 20%          | 8%    |
| Is the length of the meetings satisfactory?  | 8%              | 80%              | 12%          | 0%    |
| Is the balance of the Committee agenda satisfactory (i.e. performance management/general information/problem solving etc)? | 20%             | 52%              | 24%          | 4%    |
| Is the involvement with partners satisfactory?   | 21%             | 46%              | 29%          | 4%    |
| Is the involvement with the public satisfactory?   | 13%             | 30%              | 30%          | 26%   |

The relationship between Area Committee and the Voluntary and Community Sector (VCS) Network has continued to develop over the course of the year by

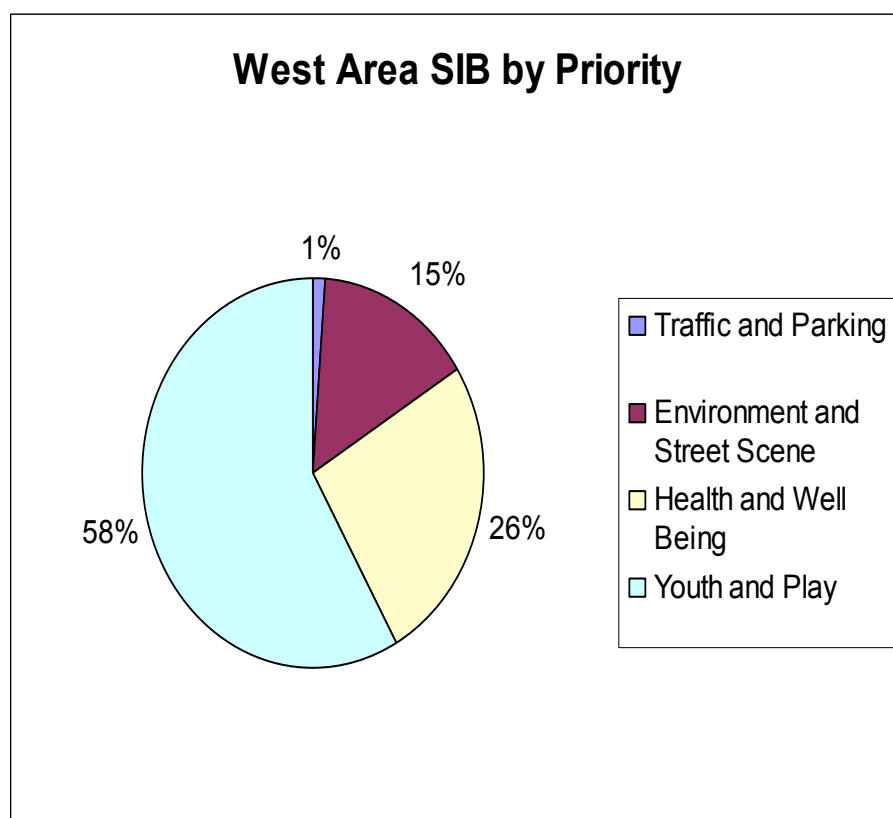
- Nominated partner VCS representatives attending Area Committee
- West Area Community Co-ordinator attending Area Committee and participating in relevant sub groups of Committee (e.g. Task and Result Groups)

- Vice Chair of Area Committee acting as co-chair of the VCS Network
- Area Officer attending VCS Network to consult with, and inform, the meeting regarding relevant Committee business
- Agenda of the VCS Network developed to complement and feed into that of Area Committee
- Consultation with Network members on work plan and priorities
- VCS Network and individual partners delivering projects and services identified in the work plan
- Community challenges being developed to deliver local improvements on each priority

## Finance

### Strategic Initiative Budget (SIB), Strategic Investment Plan (SIP)

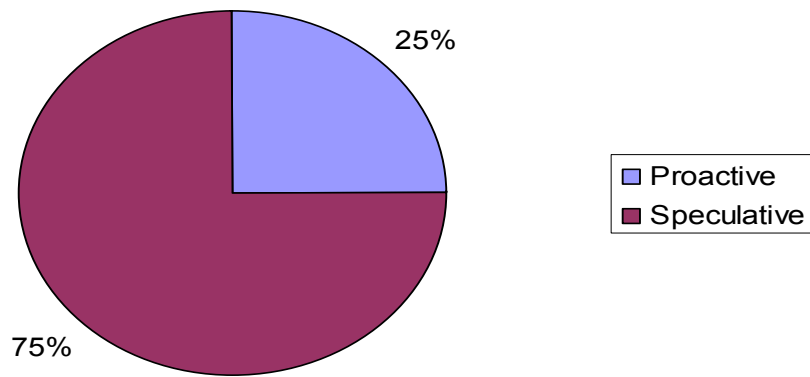
A budget of £628,701 SIB and £233,230 SIP was available for allocation in 2010/11. Committee have allocated £306,155 of the SIB budget and £150,000 SIP to projects and priorities to meet the objectives set out in the West Area Work Plan. The charts below provide an overview of priorities funded, proactively allocated funds and match funding attracted.



The chart (left) shows how SIB funding was allocated to meet the strategic priorities identified in the Work Plan. The majority was focused on

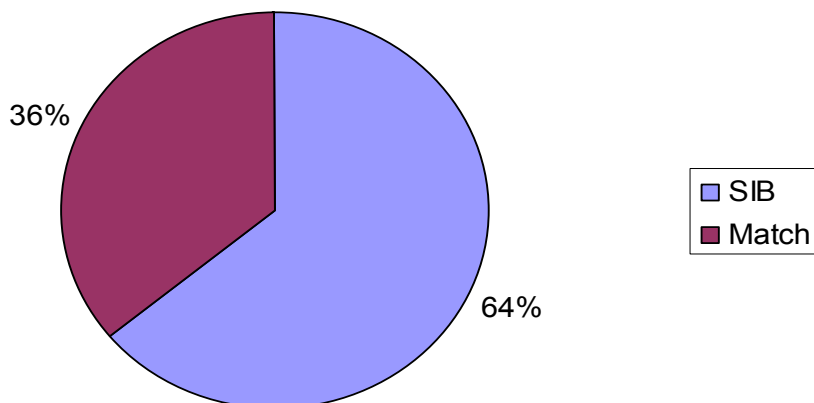
- Traffic and Parking
- Environment and Street Scene
- Health and Well Being
- Youth and Play

### West Area SIB Proactively Allocated

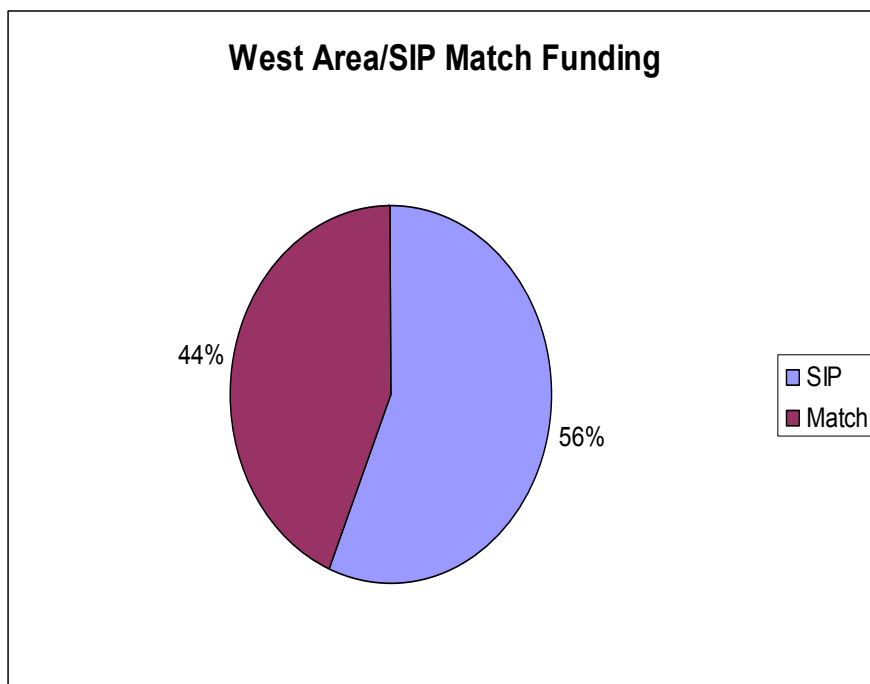


One of Area Committee's aims this year was to proactively identify and fund projects to deliver against agreed priorities.

### West Area SIB/Match Funding



One of the aims of allocating SIB and SIP is to attract other funding to the area. £110,216 match funding was raised.



The chart (left) shows that the SIP project applications identified a total of £117,000 other funding would be raised by the projects to match the £150,000 SIP allocated.

### Community Chest

The total amount of Community Chest available for 2010/11 was £83,897. Of this amount £63,345 has been allocated. Over 100 projects have been delivered by local community and voluntary organisations supported through Community Chest awards

### Satisfaction levels

- § Activities for teenagers (52%), job prospects (39%), road and pavement repairs (38%) and the level of crime (38%) were the top areas for improvement in the West area (place survey 09-10).

From the 2010 residents survey -

- § People in West Sunderland are more positive than most residents on council performance, being more likely than the average to agree that the Council offers value for money (67%) and that its services are of good quality (55%).
- § 60% of West Sunderland residents feel well or fairly well informed about their Council services and benefits, the highest level of satisfaction of all five areas of the City.
- § People in the West feel less influential than those across the City – with only 27% agreeing they can influence decisions that affect their area compared to 32% City-wide.

The member satisfaction survey 2011 highlights the following:

- § 77% of members who responded feel that the Council clearly communicated its purpose and its intended outcomes for citizens and service users
- § 79% of members feel that area committees are effective most or all of the time.
- § 90% of members feel that they are clear on the role of area committees
- § 70% Members find the council average, poor or very poor in promoting the work that they do as an Area Committee Member

## Lessons Learned

- There is a need to align local needs and priorities with strategic plans and priorities, such as the Local Transport Plan/Capital Programme and highways and speeding issues and proposals. Area Committee can have a more positive influencing role regarding the allocation of strategic resources as well as being able to bring local benefit and resources.
- Better planning with regard to scheduling of event related applications, for example, parade traffic management
- A co-ordinated approach to addressing overlapping priorities and issues across more than one area needs to be developed.
- There is a need to progress the 'Call for Projects' framework which prevents speculative applications, which do not deliver the required outcomes.
- There is a need to investigate improved protocols and guidance with regard to Task and Finish Group membership and management. The group should include relevant expertise and potential conflict of interest for Members, partners and officers should be minimised.
- The new agenda format encourages better involvement of partners and officers at Area Committee meetings. Partners and officers need to become more involved in discussion, offering options on the way forward for elected members to consider.
- There is a need to build a common vision and sense of belonging for all communities and local people for them to feel their views are listened to and they can influence decisions.
- There is a need to improve the Area Committee's influencing role through better use of Item 4
- The successful community engagement/development techniques should be fully utilised, reaching all communities and promoting participation.
- Effective partnership working has developed positive and productive working relationships and has delivered the best outcomes. This should be the way forward for improving services in the area.
- There is a need to look at different ways to work and recognise that it is not always the content of meetings that gets the results, it is often the work that is developed outside these meetings including the VCS Networks, 'Virtual' Network and liaising with individual members and partners.
- The joint officer working between the Area Officer, Area Response Manager, Community Co-ordinator and Community Link Officer has produced some early results. This 'Area Team' approach needs further development to maximise support and resources and ensure best value for the area.
- Information in reports should be provided at an area level with trends shown from previous years.
- Attendees to be encouraged and reminded to sign the Attendance Register.
- It would be useful, to prevent confusion at the beginning of the meeting, if elected members completed and returned their 'Declaration of Interest' sheet before the meeting to Democratic Services. This will enable the Chair to know before hand which colleagues have declared an interest when moving through the agenda, and allow the opportunity for members to leave the room.
- Joint elected member and officer/partner approach works, when solving problems and delivering actions.
- The Committee has shown it can inform policy, for example: Green Space Topic Paper, Community Asset Policy, Child Poverty Policy and Volunteering Strategy, Dropped kerbs and highway maintenance criteria.
- There is a need for the Council to promote the work of Area Committee, internally and externally.

## Next Steps

Following this 'End of Year' review and evaluation of the 2010/11 work plan, the next steps are for Area Committee to assess how successful it has been in achieving its objectives, fulfilling its influencing role, ensuring service improvements, and delivering real benefits at a local level.

Sunderland West Area Committee is currently developing its 2011/12 work plan, having identified new priorities, and agreeing which areas of work from the 2010/11 work plan require further focus and support.

Six priorities are provisionally agreed and will be included in proposals for the new work plan for 2011/12. They are:

1. Youth and Play provision; diversionary activities to alleviate Anti Social Behaviour (ASB) and disorder.
2. Traffic and Highways, including repairs, speeding and dangerous driving.
3. Job Prospects.
4. Health and Well Being, focussing on areas of concern and risk taking behaviour.
5. Child Poverty.
6. Environmental and Street Scene improvements, including shopping centres.

This new work plan for 2011/12 will be presented to the Sunderland West Area Committee at the first meeting of the new municipal year for approval.

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**Background Papers:** Sunderland City Council Constitution, Section 10.2  
Quarterly Monitoring Return Forms  
Performance Reports  
Place Survey 2009-10.  
Sunderland West: Priorities for 2010-11 Action Plan  
Sunderland West Local Area Plan

## SUNDERLAND WEST AREA COMMITTEE

25<sup>th</sup> May 2011

### REPORT OF THE CHIEF EXECUTIVE

#### Sunderland West Area Committee: Work Plan for 2011/12

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

- 1.1 Committee agreed in March 2011 the next steps regarding the process to be used in shaping and informing the final work plan for Area Committee, against the provisional emerging priorities for the West area. This included:
  - Seeking views from local residents and Voluntary and Community Sector (VCS), via the Sunderland West VCS Area Network.
  - Using qualitative research available within the Council.
  - Draft final work plan presented to elected members for comment and observation.
- 1.2 The purpose of the work plan is to clearly identify the key priorities for Area Committee to discuss, deliver actions and monitor throughout the year, with the overall outcome to improve the quality of life for residents within Sunderland West.
- 1.3 It provides a transparent framework for elected members, partners, and officers to work from, as well as, acting as a focal point for local residents to find out what the Area Committee is doing to make a difference within their neighbourhood.
- 1.4 Key information for members to consider and agree are:
  - Key priorities
  - Actions
  - Lead Agents
  - Deadline Dates
  - Call for Projects
  - Outcome measure
- 1.5 If adopted, the work plan will inform the majority of work for Sunderland West Area Committee for 2011 – 2012, as it will form part of the standing agenda, along with progress updates being provided on Sunderland City Council's website after each Area Committee meeting. The Work Plan is made up of six work streams, each of which represents a key priority for Committee, these are:
  1. Youth and Play provision; diversionary activities to alleviate Anti Social Behaviour (ASB) and disorder.
  2. Traffic and Highways, including repairs, speeding and dangerous driving.
  3. Job Prospects.
  4. Health and Well Being, focussing on areas of concern and risk taking behaviour.
  5. Child Poverty.
  6. Environmental and Street Scene improvements, including shopping centres.
- 1.6 The information and feedback received since March 2011, has been collated and the final plan is attached at **Annex 1**. The 'Lead Co-ordinator' identified against each priority, will have the overall responsibility in ensuring that the actions listed are delivered, providing Committee with updates and possibly additional options, actions or recommendations for Members to consider throughout the year.

## **2. Key Priorities (subject to approval)**

### **2.1 Youth and Play provision, Lead Co-ordinators: Jane Eland, Jane Wheeler and Inspector Kevin Jones**

- 2.1.1 There have been substantial changes and reductions to funding streams, and these are examined in a report to this committee from the Executive Director of Children's Services, attached as Annex 1b. In addition to this, the key issues identified to date are: provision for 8 – 12 year olds; lack of holiday activities; training provision for volunteers; targeting youth provision to ASB hotspots.

A Task and Finish Group is proposed as a means of mapping need and gaps and developing proposals for the committee and councillor nominations are sought onto it.

### **2.2 Traffic and Highways, Lead Co-ordinator: Andrew Jackman**

- 2.2.1 The key issue identified is the need to influence the planning and delivery of services and work programmes being proposed as part of routine maintenance and capital programmes. It is proposed that Area Committee receives details and reports of work programmes being planned in the West to enable committee to influence or determine, as appropriate, those programmes.

### **2.3. Job Prospects, Lead Co-ordinators: Karen Alexander, Nikki Vokes,**

- 2.3.1 The changes to the funding and eligibility criteria of the Government's Work Programme and continuing economic uncertainty have helped to make this a major area of concern in the West. The key issues identified to date are to investigate measures to increase employability skills, particularly for the most disadvantaged and vulnerable and also means to up-skill volunteers to improve their job prospects. It is proposed to establish a Task and Finish Group to develop project ideas to report to Area Committee and councillor nominations are sought for it.

### **2.4. Health and Well Being: Lead Co-ordinators: Gillian Gibson, Victoria French**

- 2.4.1 Sunderland suffers from significant health deprivation, with the West having communities with poorer health outcomes than the city average, particularly in Sandhill, Pallion and St Anne's wards. The committee, through its existing 'Health Champions' project is looking to tackle the main social determinants of health and develop a systematic approach to tackling lifestyle and risk taking behaviour and health inequalities. The key issues identified are to further develop the existing 'Health Champions' project and promote further training. In addition there is a need to link with other work and agendas including: children and young people; families; older people; child and family poverty. It is proposed the existing Task and Finish Group continue to further existing work and develop new projects for the Area Committee's consideration and councillor nominations are sought for it.

### **2.5 Child Poverty, Lead Co-ordinator: Raj Singh**

- 2.5.1 In Sunderland 25.4% of children live in poverty; the figure for Sunderland West is 28%. The key issue is the adoption of the city wide strategy: 'The Sunderland Child and Family Poverty Strategy Phase 2 (2011 -13)'. This, and the pilot neighbourhood model of working, which will develop and implement focussed, targeted service delivery models in

the identified neighbourhood area of Southwick in the North of Sunderland, with the aim of sharing good practice and widening this approach across the city. This will enable the Area Committee to determine future actions in support of the strategy. It is proposed an update be given to committee in November.

## **2.6 Environmental and Street Scene improvements, Lead Co-ordinator: Bill Blackett**

- 2.6.1 One of the key priorities of committee is to make streets more attractive and to improve run down areas. The delivery of Responsive Local Services and small scale capital works have helped in delivering against the priority. The key issues identified to further this are: further development of Responsive Local Services; the Greenspace Audit and Green Infrastructure Strategy; derelict and neglected land and buildings. Two projects are currently being delivered, funded by the Area Committee. It is proposed the existing Task and Finish Group continue to develop new proposals and projects for the Area Committee's consideration and committee agree councillor nominations for it.

## **3. Project Development**

- 3.1 It has always been an ambition of the committee, through its Work Plan, to take a more proactive role in the identification, development and funding of projects, which fulfil its priorities. The development of Task and Finish Groups has furthered this throughout 2010/11.
- 3.2 It is proposed to further this process whereby the Area Committee will invite funding applications, where appropriate, from organisations, in order to deliver specific strategic priorities, as identified in the Work Plan. This process, known as a 'Call for Projects', is likely to account for an increasing proportion of the committee's budget and will assist the committee in achieving its strategic priorities.
- However, it is recognised that funding should be flexible to meet the changing needs within an area and that a proportion of the Strategic Initiatives' Budget (SIB) should be available for groups and organisations to proactively identify gaps and needs within the local community. Funding support will enable them to deliver relevant projects to assist in achieving the priorities identified in the Work Plan.

## **4. Recommendation**

Members are requested to agree and adopt the work plan as outlined in Annex 1:

1. Youth and Play provision; diversionary activities to alleviate ASB and disorder
  - Agree to establish a Task and Finish Group and nominate councillors onto it.
  - Agree the actions as outlined in Annex 1a
  - Agree the recommendations as set out in Annex 1b.
2. Traffic and Highways, including repairs, speeding and dangerous driving
  - Agree the actions as outlined in Annex 1a.
3. Job Prospects
  - Agree to establish a Task and Finish Group and nominate councillors onto it.
  - Agree the actions as outlined in Annex 1a.
4. Health and Well Being, focussing on areas of concern and risk taking behaviour
  - Agree the existing Task and Finish Group continues and nominate councillors onto it.
  - Agree the actions as outlined in Annex 1a.
5. Child Poverty
  - Agree the actions as outlined in Annex 1a.

- |  |
|--|
| <ol style="list-style-type: none"><li>6. Environmental and Street Scene improvements, including shopping centres<ul style="list-style-type: none"><li>• Agree the existing Task and Finish Group continues and nominate councillors onto it.</li><li>• Agree actions as outlined in Annex 1a.</li></ul></li><li>7. Call for Projects<ul style="list-style-type: none"><li>• Agree to implement in appropriate circumstances.</li></ul></li></ol> |
|--|

**Contact Officer:** Richard Parry, Area Officer (West) Tel: 0191 561 1217  
Email: Richard.parry@sunderland.gov.uk

**Background Papers:** Sunderland City Council Constitution, Section 10.2  
Performance delivered against priorities 2010/11  
Terms of Reference of Work Plan Task and Finish Group  
Sunderland West: Priorities for 2011-12 Action Plan  
Sunderland West Local Area Plan

**Annex 1a:** Sunderland West Area Committee: Work Plan 2011-12  
**Annex 1b:** Provision of Youth Activity

| Priority  | Issue   | Local Action to Influence Services  | Lead Agent                                      | Progress Report  | Area Committee's Influencing  | Outcome Measure  | Date   | RAG |
|---|---|---|---|--|---|--|--------|-----|
| Youth and play provision; diversionary activities to alleviate ASB and disorder | Lack of out of school activity for 8-12 yr olds                                       | Task and Finish Group to map provision and need and develop options for the Area Committee              | Jane Eland<br>Jane Wheeler,<br>Insp Kevin Jones | Area Committee to receive initial options and proposals from Task and Finish Group at July meeting | Identification of gaps in service; commission activity              | Increase no. of young people engaged in positive activities. | Sep-11 |     |
|   | Lack of holiday activity provision  |   |   |  | Ensure services meet local requirements                             | Increase no. of young people engaged in positive activities. | Jul-11 |     |
|   | There is a need for Community Leader training to assist the transition for volunteers |   |   |  | Consult, engage and involve local partners in developments          | Increase the no. of young people influencing local decisions | Sep-11 |     |
|   | Map youth anti social behaviour and possible activity to alleviate it                 |   |   |  | Identify and review services/activities and the success             | Identify projects and agencies to commission                 | Sep-11 |     |
| Priority  | Issue   | Local Action to Influence Services  | Lead Agent                                      | Progress Report  | Area Committee's Influencing  | Outcome Measure  | Date   | RAG |
| Traffic and highways, including repairs, speeding and dangerous driving         | Programmes for 20mph safety zones   | Future programmes to be brought to committee  | Andrew Jackman                                  | Area Committee to receive proposals for work programmes  | Ensure services meet local requirements                             | Ensure local initiatives meet local requirements             | Sep-11 |     |
|   | New assessment system for prioritising road safety and speed reduction schemes        | For 2012/13, works identified and proposed through new system will be brought to committee for approval |   |  | Actively review activities of agencies and services within the area |  | Sep-11 |     |
|   | Area and zonal approach to routine maintenance and minor works                        | 2012/13 programme will be brought to committee for consideration of areas and zones to be included      |   |  | Ensure services meet local requirements                             |  | Sep-11 |     |
| Priority  | Issue   | Local Action to Influence Services  | Lead Agent                                      | Progress Report  | Area Committee's Influencing  | Outcome Measure  | Date   | RAG |

|  |   |  |                                 |  |  |  |             |            |
|--|---|--|---------------------------------|--|--|--|-------------|------------|
| Job Prospects  | Increasing employability  | Task and Finish Group to map provision and need and develop options for the Area Committee   | Karen Alexander, Nikki Vokes    | Area Committee to receive initial options and proposals from Task and Finish Group at July meeting | Supporting Economic Masterplan                             | Increasing opportunities for employment, enterprise and guidance   | Jun-11      |            |
|  | Support to increase job skills of the most vulnerable and hard to reach       | Options to develop specialist, intensive support   |                                 |  | Initiatives are delivered to meet local requirements       |  | Jul-11      |            |
|  | Accredited training for volunteers to improve skills and confidence           | Develop a training programme to help volunteers gain work related skills   |                                 | Link to volunteer training within Youth and Play priority  | Involve partners in developing a work plan.                | Increasing links between volunteering and employment opportunities | Sep-11      |            |
| <b>Priority</b>  | <b>Issue</b>  | <b>Local Action to Influence Services</b>  | <b>Lead Agent</b>               | <b>Progress Report</b>   | <b>Area Committee's Influencing</b>                        | <b>Outcome Measure</b>   | <b>Date</b> | <b>RAG</b> |
| Health and well being, focussing on areas of concern and risk taking behaviour | Task and Finish Group   | Task and Finish Group to continue to propose options to Area Committee   | Gillian Gibson, Victoria French | Task and Finish Group to develop further options to September's Area Committee                     | Involve partners and residents                             | Ensure local initiatives meet local requirements                   | May-11      |            |
|  | 'Health Champions' project  | Continue to roll out training  |                                 |  | Ensure services meet local requirements                    | Increase in trained champions                                      | Jul-11      |            |
|  | Further engage and support local partners in the delivery of local priorities | Develop closer links with partner organisations and other agendas: children and young people; families; older people; child and family poverty |                                 |  | Involve partners in developing work programme              | Embedding health and lifestyle services in local provision         | Sep-11      |            |
|  | Community engagement and connecting people to services                        | Develop closer links with local VCS and neighbourhood projects   |                                 |  | Involve residents and VCS in developing the work programme |  | Sep-11      |            |
| <b>Priority</b>  | <b>Issue</b>  | <b>Local Action to Influence Services</b>  | <b>Lead Agent</b>               | <b>Progress Report</b>   | <b>Area Committee's Influencing</b>                        | <b>Outcome Measure</b>   | <b>Date</b> | <b>RAG</b> |
| Child Poverty  | City's Child and Family Poverty Strategy has been approved                    | Neighbourhood model of service delivery is being piloted   | Raj Singh                       | Results of pilot will be reported to Area Committee  | Initiatives are delivered to meet local requirements       | Development of local projects in support of new models of          | Nov-11      |            |

|   |  |   |                   |   |  |  |             |            |
|---|--|---|-------------------|---|--|--|-------------|------------|
|   | Child Poverty Needs Assessment has been approved |   |                   |   |  | delivery   |             |            |
| <b>Priority</b>   | <b>Issue</b>                                     | <b>Local Action to Influence Services</b>   | <b>Lead Agent</b> | <b>Progress Report</b>  | <b>Area Committee's Influencing</b>  | <b>Outcome Measure</b>                           | <b>Date</b> | <b>RAG</b> |
| Environmental and street scene improvements, including shopping centres | Task and Finish Group                            | Task and Finish Group to continue to propose options to Area Committee              | Bill Blackett     | Task and Finish Group to develop further options to July's Area Committee                                   | Identify projects for progression  | Activity to improve quality of local environment | Jul-11      |            |
|   | Responsive Local Services                        | Continue to respond to local needs and concerns                                     |                   | Identify areas where services can be targetted/decreased to ensure maximum impact and resident satisfaction | Ensure services meet local requirements                                    | Reduction in service requests and complaints     | Jul-11      |            |
|   | Greenspace audit and Green Infrastruture         | Review proposed ground improvements against policies and link with other priorities |                   | Green Infrastructure Strategy Framework in place  | Development of land use to meet local needs                                | Linking land improvements to Framework           | Jul-11      |            |
|   | Derelict/neglected land                          | Audit and prioritise land for potential works                                       |                   | Lists being collated  | Identification of problem areas and where greatest impact will be achieved | Improvements to the local environment            | Sep-11      |            |
|   | Shopping centres and public areas                | Audit and prioritise potential improvements tp public areas                         |                   |   |  |  |             |            |
|   | Derelict/neglected buildings                     | Audit and prioritise as part of improvement programmes                              |                   | To be included as part of improvement shemes  |  |  | Sep-11      |            |

## LOCAL AREA PRIORITIES

| Priority: An Attractive and Cared for Environment |        |      |  |          |                                       |                                   |     |
|---|--------|------|--|----------|---------------------------------------|-----------------------------------|-----|
| Issue   | Date   | Lead | Actions  | Progress | Outcomes                              | Outcome Measure                   | RAG |
| Dog Fouling                                       | Jan-11 | aa   | Respond to requests quickly within agreed timescales |          | Reduction in dog fouling.             | Service requests. Complaints.     |     |
|   |        |      | Audit of dog bins to ensure in correct locations     |          | Reduction in complaints regarding dog | Compliments. Enforcement activity |     |
|   |        |      | Target areas of high reporting                       |          |                                       |                                   |     |
| Graffiti  |        |      |  |          |                                       |                                   |     |
| Litter  |        |      |  |          |                                       |                                   |     |
| Fly tipping                                       |        |      |  |          |                                       |                                   |     |
| Shopping Ctrs                                     |        |      |  |          |                                       |                                   |     |
| Road and Footpath maintenance                     |        |      |  |          |                                       |                                   |     |

A separate sheet could be held for each priority or in one sheet.

25<sup>th</sup> May 2011

## REPORT OF EXECUTIVE DIRECTOR OF CHILDREN SERVICES

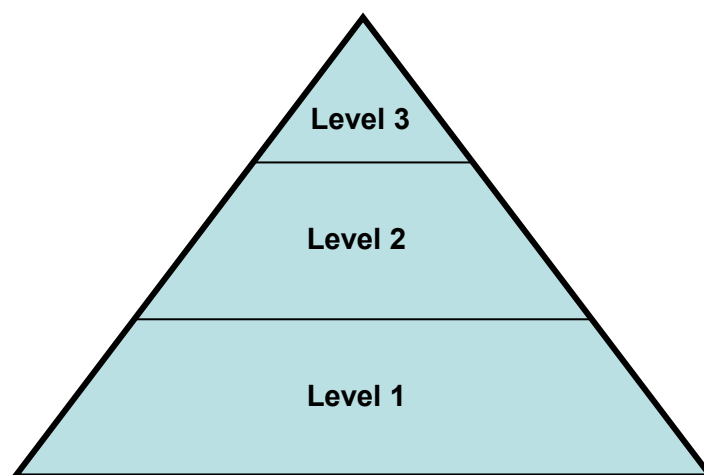
## PROVISION OF YOUTH ACTIVITY

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

- 1.1 The report provides information on the current position on Children's Services funded Youth Activities in the West Area and seeks proposals for the distribution of additional resources to enhance provision in the area during 2011/12.

**2. Background:**

- 2.1 Youth activities across the City are based on a 3 Tier Youth Model (shown below).



*Table 1: Youth Tier Model*

**Level 1:** Universal Services, accessible to the majority of children and young people.

**Level 2:** Targeted Services, preventative or intervention required.

**Level 3:** Specialist Services, vulnerable or at risk support required.

- 2.1 The core youth offer which delivers at least 3 weekly sessions per week in every ward, supplemented by XL Youth Village and mobile bus provision in each regeneration area is universal provision and has been maintained at existing levels for 2011/12.
- 2.2 Some of the additional activity provided in the area which was level 1 and 2 provision was funded by Positive Activities for Young People Grant (PAYP) and the Youth Opportunities Fund (YOF). The PAYP grants were specifically used to provide enhanced weekend activities and activities in school holidays, as well as activities targeted at young people who are not in education, employment or training (NEET). Both of these grants ended on 31<sup>st</sup> March 2011.
- 2.3 In recognition of the priority given to youth activities, and to mitigate the impact of the ending of the specific grants, Council agreed to the allocation of £30,000 for each regeneration area which was to be allocated to fund activities in consultation with the Area Committees. It was suggested that this might be enhanced by any allocation which the Area Committee might also make to fund youth activities in the area.

- 2.4 In addition to the area allocation, a city-wide allocation of £15,000 was also made which is to support activities for BME communities. Separate consideration is being given to the use of this allocation specifically with Young Asian Voices (YAV) who have successfully delivered previous activities in partnership with other voluntary sector providers.

**3. Current Position:**

- 3.1 Examples of the activities which were funded by PAYP and YOF funding are detailed below:

- Activities across 13 weeks of school holidays
- Pennywell Friday night youth club (average participation of 21)
- Targeted NEET and at risk of NEET work (average participation of 13)

- 3.2 In response to the timing of the Easter Holidays and May half-term holidays, relative to funding decisions and Area Committee meetings, a decision was taken to provide a programme of holiday activities across the city which was funded from the £30,000 allocation. In the West this was for a range of activities over two weeks in each ward and costing £2,400 in total. A similar programme has been considered for May half-term costing £1,200 in total. Detail of the activities delivered over the Easter Holidays is included in Annex A.

- 3.3 Service providers will need time to plan activities across the school summer holidays if it is agreed that a programme should be put in place, and it would be helpful for Committee to agree or otherwise that a funded programme of activities is a priority.

**Recommendation**

Members are requested to:

- Consider previous activities delivered and described in paragraph 3.1 above and agree if any of the activities should continue as a priority
- Consider other priorities for enhanced youth activity, either at a universal or targeted level which the Area Committee would request are progressed
- Note the use of £3,600 of the funding to provide activities during school holidays as set out in paragraph 3.2 and Annex A of the report
- Agree to the Task and Finish group developing further proposals, in line with Children Services Area funding of £30,000, to deliver positive activities for children and young people living in West area
- Agree to receive a further report on the programme of activities to be delivered following Committee considerations as well as later report to evaluate the success of the programme

**Contact Officer:**

**Sandra Mitchell, Head of Early Intervention and  
Locality Services, 0191 5671438,  
sandra.mitchell@sunderland.gov.uk**

|  |  |
|--|--|
| <p align="center"><b>SUNDERLAND WEST AREA COMMITTEE</b><br/> <b>25<sup>th</sup> May 2011</b></p> <p align="center"><b>EXECUTIVE SUMMARY SHEET – PART I</b></p>   |  |
| <p><b>Title of Report:</b></p> <p>Reviewing Progress</p>   |  |
| <p><b>Author(s):</b></p> <p>Chief Executive</p>  |  |
| <p><b>Purpose of Report:</b></p> <p>This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB) and Community Chest to support initiatives that will benefit the area.</p> <p><b>This report denotes an item relating to an executive function</b></p>   |  |
| <p><b>Description of Decision:</b></p> <p>The Committee is requested to approve the following:</p> <ul style="list-style-type: none"> <li>• Note the financial statement for Area Committee funding for 2011/12 <ul style="list-style-type: none"> <li>Annex 1b: i) Approve nine proposals for support from the 2011/12 Community Chest</li> </ul> </li> <li>• Annex 1c: i) Approve two proposals from the 2011/12 SIB budget: <ul style="list-style-type: none"> <li>1. £3,000 for the City Council's 'Sunderland Festival' project;</li> <li>2. £2,700 for the Silksworth Miners banner Group's 'Celebrating Mining Heritage' project.</li> </ul> </li> </ul>  |  |
| <p><b>Is the decision consistent with the Budget/Policy Framework?</b>                      Yes</p>  |  |
| <p><b>Suggested reason(s) for Decision:</b></p> <p>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.</p> <p>The Community Chest forms part of the Strategic Initiatives Budget and £250,000 is available for the scheme in 2010/2011; £10,000 for each Ward.</p> <p>Strategic Investment Plan (SIP) was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. SIP can only be used to deliver capital projects, deliver key priorities identified in the Work Plan with its main purpose to attract other funding into the area.</p> |  |
| <p><b>Alternative options to be considered and recommended to be rejected:</b></p> <p>The circumstances are such that there are no realistic alternatives that could be considered.</p>  |  |
| <p><b>Is this a "Key Decision" as defined in the Constitution?</b>                      No</p> <p><b>Is it included in the Forward Plan?</b></p> <p align="center">No</p>  | <p><b>Relevant Scrutiny Committee:</b></p> <p>Environment and Attractive City Scrutiny Committee</p> |

## SUNDERLAND WEST AREA COMMITTEE

25<sup>th</sup> May 2011

### REPORT OF THE CHIEF EXECUTIVE

#### Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for further allocation of Resources

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

- 1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the 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 and update on progress in relation to allocating SIB, SIP and Community Chest.

#### 2 Financial statement: West Area Committee Funding streams 2011-2012 as at 25<sup>th</sup> May 2011

##### 2.1

| <u>SIB: West SIB Statement May 2011</u>   |                           |                 |                  |                 |
|---|---------------------------|-----------------|------------------|-----------------|
| * £331,887 was allocated for 2011 - 2012, £322,546 was carried over from 2010 – 2011<br>Providing a Balance of £654,433 |                           |                 |                  |                 |
|   | <b>Committee<br/>Date</b> | <b>Budget</b>   | <b>Approvals</b> | <b>Balance</b>  |
| <b>Available Funding<br/>2011/12 *</b>  | 25.5.2011                 | £654,433        | -                | £654,433        |
| Project Name  | -                         | -               | -                | -               |
| <b>Balance</b>  | -                         | <b>£654,433</b> | -                | <b>£654,433</b> |

| <u>SIP: West Statement May 2011</u>    |                   |                  |                |
|--|-------------------|------------------|----------------|
|  | <b>SIP Budget</b> | <b>Approvals</b> | <b>Balance</b> |
| <b>Available Funding<br/>2010/2011</b> | £83,230           | -                | £83,230        |
| <b>Balance</b>                         | <b>£83,230</b>    | -                | <b>£83,230</b> |

#### Community Chest Budget 2011 - 2012

**Available Funding 2011/12** \*This includes the 2011 – 2012 allocation of £10,000 per ward, £2,512 unclaimed funding for 2008 – 2009 and £20,552 unallocated funding for 2010 - 2011

|            |         |
|------------|---------|
| Barnes     | £11,715 |
| Pallion    | £17,420 |
| Sandhill   | £19,434 |
| Silksworth | £13,236 |

|              |                |
|--------------|----------------|
| St Anne's    | £10,624        |
| St Chad's    | £10,634        |
| <b>Total</b> | <b>£83,063</b> |

## 2.2 Strategic Initiatives Budget

2.2.1 Following the March 2011 Committee meeting, a balance of £322,546 remained. An allocation of £331,887 has been made for financial year 2011 – 2012. The total SIB budget available for 2011 – 2012 is, therefore, £654,433.

2.2.2 The following projects detailed in **Annex 1a** are presented to Committee for approval:

|                                |        |                |
|--------------------------------|--------|----------------|
| 1. The Sunderland Festival     | £3,000 | <b>Approve</b> |
| 2. Celebrating Mining Heritage | £2,700 | <b>Approve</b> |

2.2.3 Projects presented total £5,700. Should the proposals be approved the remaining balance for the 2011/2012 allocation would be £648,733.

## 2.3 Strategic Investment Plan

2.3.1 Following the March 2011 Committee meeting, £83,230 remained to be allocated during 2010/2011. There have been no proposals for funding since the last Committee.

## 2.4 Community Chest

2.4.1 The table below details the balances allocated following the last meeting. The total project proposals received are set out in **Annex 1b**, together with the balances remaining should these proposals be approved.

| Ward         | Budget Remaining | Project Proposals | Balance        |
|--------------|------------------|-------------------|----------------|
| Barnes       | £11,715          | £266              | £11,449        |
| Pallion      | £17,420          | £1,500            | £15,920        |
| Sandhill     | £19,434          | -                 | £19,434        |
| Silksworth   | £13,236          | £3,500            | £9,736         |
| St Anne's    | £10,624          | -                 | £10,624        |
| St Chad's    | £10,634          | £1,366            | £9,268         |
| <b>Total</b> | <b>£83,063</b>   | <b>£6,632</b>     | <b>£76,431</b> |

### Recommendations

Committee is requested to:

- Note the financial statement set out in section 2.1.
- Approve the recommendations set out in Annex 1a (SIB/SIP applications)
- Approve the proposals for support from 2011/2012 Community Chest set out in Annex 1b.

**Contact Officer:** Richard Parry, Sunderland West Area Officer  
5611217, [Richard.parry@sunderland.gov.uk](mailto:Richard.parry@sunderland.gov.uk)

**West Area Committee, 25<sup>th</sup> May 2011**  
**SIB Applications: summary**

**Application 1**

|                          |                         |
|--------------------------|-------------------------|
| <b>Name of Project</b>   | Sunderland Festival     |
| <b>Lead Organisation</b> | Sunderland City Council |

|                              |                            |                            |
|------------------------------|----------------------------|----------------------------|
| <b>Total cost of Project</b> | <b>Total Match Funding</b> | <b>Total SIB requested</b> |
| £60,000                      | £57,000                    | £3,000                     |
| <b>Project Duration</b>      | <b>Start Date</b>          | <b>End Date</b>            |
| 2 months                     | June 2011                  | July 2011                  |

**The Project**

The new Sunderland Festival will take place between 1 - 4 July 2011. The festival will be city wide with the main site located at North Area Playing Fields. Because of the location of the main site in Washington and the link to Independence Day the festival's theme will be Americana.

The main site will feature:

Local & regional Bands night - Friday 1 July  
 Country & Western evening - Saturday 2 July

Daytime Saturday & Sunday programme including:

Classic American Car Display

American Football Display

Baseball and Basketball Demonstrations and competition

Fun Fair

Kite Flying

Cheerleading demonstrations

Music and dance performances from schools across Sunderland

The emphasis of activity on the main site will be on participation as well as enjoying the entertainment.

Additional activity will be taking place throughout the other areas of the City and in the West will be at: Barnes Park and will consist of Swing and Jazz Bands on Sunday 3 July.

**Need for Project**

Previous festivals - Sunderland International Friendship Festival and prior to that the Kite Festival, on the North Area Playing Fields site have attracted significant visitors from both Washington and the wider area.

The new Sunderland Festival will have activity taking place across the city throughout the weekend providing greater opportunities for people to see and participate in American themed activity. There will be activity taking place in each of the five areas of the city enabling residents to take in something on their own doorstep as well as in a neighbouring area.

The festival will also encourage participation whether that is children and young people showcasing their music and dance talent or the opportunity to play American Football, Basketball or Baseball, Kite flying or joining in a wide range of childrens activity.

The funding from West Area Committee will provide access to the festival activity for a greater number of people. This will include reduced car parking fees, reduced catering prices, and transport for groups wishing to perform at the festival.

#### **Outputs for Projects**

| Output  | Target 2011 |
|---|-------------|
| S5: No. of young people benefiting from youth inclusion/diversionary work | 50          |
| P3: Number of people employed in voluntary work                           | 100         |
| A6: No. of community or educational events held                           | 5           |
| S6: No. of additional young people engaged in youth activities            | 100         |

#### **Financial Information**

| Item and Description      | Total Costs |
|---------------------------|-------------|
| Core event infrastructure | £45,000     |
| Area events               | £15,000     |
| Total                     | £60,000     |

### **Application 2**

|                          |   |
|--------------------------|---|
| <b>Name of Project</b>   | Celebrating Mining Heritage of Silksworth |
| <b>Lead Organisation</b> | Silksworth Miners' Banner Group           |

|                              |                            |                            |
|------------------------------|----------------------------|----------------------------|
| <b>Total cost of Project</b> | <b>Total Match Funding</b> | <b>Total SIB requested</b> |
| £2,700                       | £780                       | £2,000                     |
| <b>Project Duration</b>      | <b>Start Date</b>          | <b>End Date</b>            |
| One month                    | July 2011                  |                            |

#### **The Project**

The project is a series of cultural and heritage events to celebrate the mining traditions of Silksworth, a former colliery village. The events will be a concert by a colliery brass band, exhibition. This will culminate in attendance and participation in the Durham Miners Gala.

#### **Need for Project**

The Silksworth Miners' Banner Group is a community group dedicated to the history of this former mining community. This event is integral to their work.

#### **Outputs for Project**

| Output  | Target 2011 |
|---|-------------|
| A6: No. of community or educational events held | 2           |

**Financial Information**

| <b>Item and Description</b> | <b>Total Costs</b> |
|-----------------------------|--------------------|
| Band                        | £1,200             |
| Transport                   | £600               |
| Accommodation               | £600               |
| Room hire/catering          | £300               |
| Total                       | £2,700             |

**COMMUNITY CHEST 2010/2011 WEST AREA  
PROJECTS PROPOSED FOR APPROVAL**

| <b>Ward</b>       | <b>Project</b>   | <b>Amount</b> | <b>Allocation<br/>2010/2011</b> | <b>Project<br/>Proposals</b> | <b>Previous<br/>Approvals</b> | <b>Balance<br/>Remaining</b> |
|-------------------|--|---------------|---------------------------------|------------------------------|-------------------------------|------------------------------|
| <b>BARNES</b>     | <b>Bishopwearmouth Ladies Probus Club –</b><br>Contribution towards summer outing                            | 266           |                                 |                              |                               |                              |
|                   | <b>Totals</b>  |               | <b>11,715</b>                   | <b>266</b>                   | <b>-</b>                      | <b>11,449</b>                |
| <b>PALLION</b>    | <b>Company Choir –</b> Purchase of a sound system  | 1,500         |                                 |                              |                               |                              |
|                   | <b>Totals</b>  |               | <b>17,420</b>                   | <b>1,500</b>                 | <b>-</b>                      | <b>15,920</b>                |
| <b>SILKSWORTH</b> | <b>Silksworth Library Coffee Morning –</b> Supply of tea,<br>coffee etc to help charity fundraising mornings | 500           |                                 |                              |                               |                              |
|                   | <b>St Mathew's Church; Mining Exhibition –</b><br>Contribution towards event costs                           | 500           |                                 |                              |                               |                              |
|                   | <b>Plains Farm Primary Tranquillity Project –</b><br>Contribution towards gardening project                  | 1,000         |                                 |                              |                               |                              |
|                   | <b>Church View Medical Practice –</b> Contribution<br>towards alternative therapy patient care               | 1000          |                                 |                              |                               |                              |
|                   | <b>Farringdon Detached Football -</b>  | 500           |                                 |                              |                               |                              |
|                   | <b>Totals</b>  |               | <b>13,236</b>                   | <b>3,500</b>                 | <b>-</b>                      | <b>9,736</b>                 |
| <b>ST. CHAD'S</b> | <b>Lakeside Senior Citizens Dance Club –</b> Contribution<br>to outings                                      | 500           |                                 |                              |                               |                              |
|                   | <b>Farringdon Residents' Association –</b> Contribution to<br>programme of summer outings                    | 600           |                                 |                              |                               |                              |
|                   | <b>Bishopwearmouth Ladies Probus Club –</b><br>Contribution towards summer outing                            | 266           |                                 |                              |                               |                              |
|                   | <b>Totals</b>  |               | <b>10,634</b>                   | <b>1,366</b>                 | <b>-</b>                      | <b>9,268</b>                 |
| <b>Totals</b>     |  |               | <b>83,063</b>                   | <b>6,632</b>                 | <b>-</b>                      | <b>76,431</b>                |