

WASHINGTON AREA COMMITTEE

AGENDA

Thursday 10th April, 2014 at 6.00pm

VENUE – Washington Fire Station. Main Headquarters, Nissan Way, Barmston Mere, SR5 3QY

Membership

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

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Contact: Paul Wood, Governance Services Officer Email: Paul.wood@sunderland.gov.uk Karon Purvis, Washington Area Officer Email: karon.purvis@sunderland.gov.uk	Tel: 561 1044 Tel: 561 2449

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* Denotes an item relating to an executive function

ELAINE WAUGH
Head of Law and Governance

2nd April, 2014

At a meeting of the WASHINGTON AREA COMMITTEE held at WASHINGTON MULTI PURPOSE CENTRE on TUESDAY 14TH JANUARY, 2014 at 6.00 p.m.

Present:-

Councillor Scaplehorn in the Chair

Councillors Farthing, Kelly, F. Miller, G. Miller, Dianne Snowdon, David Snowdon, Thompson, D. Trueman, H. Trueman, Walker and Williams.

Louise Butler	-	Chief Executives
Karon Purvis	-	Chief Executives
David Hardy	-	City Services
Paul Wood	-	Commercial and Corporate Services
Neil Revely	-	Executive Director, People Directorate
Alan Caddick	-	Health, Housing and Adult Services
Gary Clasper	-	Office of the Chief Executive
John Rostron	-	VCS Representative
Kasia Kurowska	-	VCS Representative
Steve Graham	-	TWFRS
Sergeant Wayne Sinclair	-	Northumbria Police
Colin McCartney	-	Gentoo

Members of the Washington Community.

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Fletcher, Lauchlan, Padgett and D. Trueman. Inspector Paul Stewart, Jane Eland and Lorraine Hughes

Declarations of Interest

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

Councillor Dianne Snowdon made an open declaration as a trustee of Washington Mind and took no part in the discussion.

Minutes of the Last Meeting of the Committee held on 26th September, 2013

1. RESOLVED that the minutes of the last meeting of the Committee held on 26th September, 2013 (copy circulated) be confirmed and signed as a correct record subject to the amendment that Councillor Thompson was present at the meeting.

Place Board – Progress Report

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

(For copy report – see original minutes)

Councillor Dianne Snowden, Chair of the Place Board presented the report and introduced Gary Clasper, Principal Policy Officer for Planning to discuss the Local Development Framework Core Strategy and requested Members to help inform the development of the future policy through using their local knowledge.

Councillor Kelly commented that there was a massive concern over the possible reimplementation of the Leamside Line as this could draw the life out of the area with the system being designed to draw people into Newcastle, this would have a major impact on Sunderland and there was a need for other forms of transport also.

In response to Councillor Williams query over housing capacity and timescales, Mr Clasper advised that the plan was aimed for a 20 year period with a housing capacity of 20,000 for the entire city and 900 capacity for Washington. Mr Clasper commented that Washington was fringed with Green Belt land and it was difficult to see where land was available. There were possible options for the use of redundant employment land and officers were looking to build useful relationship with Members to utilise their knowledge and information.

Councillor Williams commented that she would like clarity on what the nature of properties would be on the Glebe and Ayton Primary School sites.

Councillor H. Trueman commented that the piecemeal developments occurring in Washington were creating schooling problems and a lack of places for children. There were dreadful Trading Estates in the area which were no longer used for Industrial purposes and felt that these could be used for nice housing developments rather than the take away establishments currently residing there.

The Chairman agreed but advised that they had attempted to tackle the issue of the trading estates for years and had gotten nowhere and he had asked for a meeting with the Deputy Chief Executive to try and look at this on a corporate level.

Councillor Kelly commented that he felt we needed a social housing plan as waiting lists were growing, their needed to be a balance struck and an approach that benefits the people of the area and not just the developers.

Colon McCartney, Gentoo advised that they were looking at available land and that turnover had increased.

Councillor Kelly commented that we were losing people from the city due to the standards of housing and this was a massive issue which he felt should be looked at as part of the Core Strategy.

Alan Caddick, Head of Housing Support and Community Living informed the Committee that he would also be working with Mr Clasper on certain areas to provide a holistic approach on Social Housing and how to get things moving.

Councillor Farthing commented that in terms of retail in Washington, parking at the Galleries Shopping Centre was reaching crisis point. The Chairman advised that unfortunately the Galleries was privately owned and the Council could do very little in this regard.

Councillor David Snowdon commented that the Galleries should still have a corporate responsibility to deal with the issue and he would like to see more dialogue take place with their management.

Councillor G. Miller commented that as an authority, we had failed in building houses and we must build more as an economic driver for the area. Unfortunately we were seeing in other areas of the City, where residents were objecting to proposed housing developments, but the target figure of building 15,000 new homes was too low and this was a very important issue which he hoped the area committee would support us on.

Councillor Thompson advised that he would like to see consideration being given to the type of housing to be built as there could be a high number of the older generation that required different types of needs such as sheltered accommodation, this could then free up existing property.

Councillor Kelly commented that Washington had a number of trading estates such as Armstrong, Crowther and Swan and felt the Council needed to look at other areas of Sunderland/Hetton/Houghton in considering Industrial uses and not just Washington. Councillor Kelly also commented that we had to reluctantly accept that we would lose some of the Green Belt land but it needed to be sensitively managed.

Mr Clasper informed the Committee that the Core Strategy was at a crossroads and the housing issue was driving the agenda. 15,000 new homes was a modest number and they were making the first initial steps with a new plan due in the summer which he felt would be radically different and officers were keen to involve Member as much as possible.

Mr Caddick suggested that as a city, it would be advisable to see what extant planning permission applications were approved and speaking to the developers about their intentions for the land as looking at sites was a good way to get things moving.

Mr Clasper advised that the next steps were for a new plan next summer with a green belt review and another round of public consultation as officers were desperate to widen the debate and they would publicise the next round of consultation.

Highways Capital Maintenance Programme

In relation to the Highways Capital Maintenance Programme for 2014/2015 the Committee was advised of a proposal to hold an extraordinary meeting to discuss the allocation of resources and it was asked that Members identify to Officers any areas they wish to be considered for works so that they can move forward.

Concord Shopping Centre Improvements

The Chairman advised of a very positive meeting that took place with the Traders of Concord Shopping Centre in order to implement a similar project to the Coalfields Area Committee project that is underway and that he had stated that this Area Committee would try to help as much as possible.

A Cultural Identity for Washington

Councillor Snowdon introduced Councillor Kelly who requested consideration be given on how the local offer could contribute to the City's Cultural Strategy. Councillor Kelly commented that it was a review for the entire city and it was extremely important that Areas feed into this. Washington has some fantastic sites available which unfortunately needed work doing to them and he requested that the Area Committee indicate where they see their priorities lying as this was an opportunity for Members to feed in and tell them what was important in their area.

Mrs Purvis advised that she would arrange a date for the Members workshop to take place with the relevant partners.

Councillor G. Miller commented that there was no better time than the anniversary of the new town to look at our cultural heritage and felt that all Members should feed into this review.

Events 2014

Mrs Purvis advised that there would be a proposal under Item 5 to ringfence SIB to fund Washington based events.

Mr Caddick advised that as Chairman of the Veterans Forum, they had a programme of events also, and he would liaise with the Washington Area Committee Chairman to join things up and circulate a programme.

2. RESOLVED that the Committee

- (i) Considered the progress and performance update with regard to the Washington Place Board's Work Plan for 2013/14

- (ii) Noted the issues raised during the Core Strategy update presentation
- (iii) Supported the Place Board recommendation to align SIB funding as detailed under Item 5 to implement the Village Centres Improvement Project
- (iv) Noted and Supported the People Board recommendation to align SIB funding as detailed under Item 5 to implement 'A Local Approach to Employment and Enterprise' including the Concord Shopping Centre Initiative.
- (v) Agreed to a Culture and Heritage Workshop in February 2014
- (vi) Supported the Place Board recommendation to align SIB funding as detailed under Item 5 to deliver an Events 2014 programme.
- (vii) Agreed the proposals and recommendations of the board regarding Public Protection and Regulatory Services.
- (viii) Considered the Performance Report of all SIB funded Place Projects.

People Board – Progress Report

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

(For copy report – see original minutes)

Councillor Williams presented the report and advised that there was a SIB proposal under Item 5 to allocate funding in relation to Transformation of Adult Social Care.

Mrs Purvis advised of the Health Champions Course which had taken place in the Coalfield area which had been most successful due to it being very informative and well delivered

Future Library Services

Councillor Dianne Snowdon enquired if the reduced Library Services would mean that there would be reduced Customer Service Centre hours also. Councillor Kelly advised that the Customer Service Centre hours would remain unaffected and that as part of the new arrangements the Library Services on offer had actually increased not reduced.

The Chairman commented that Kate McCubbin, Community Engagement Librarian for Washington had arranged a book exchange at a local residents association and they had been most pleased with the service.

Councillor Kelly advised that a lot of positive feedback had been received over the new provision with people being able to access services that they couldn't before.

Ensuring services addressing young people's mental health issues are provided at a local level

Councillor Kelly commented that there was a specific issue with young people who were struggling immensely and that he felt special consideration was required to tackle this and requested the Committee reconsider the proposal of including the issue in the wider health agenda.

Councillor G. Miller advised of a safeguarding meeting in which it was informed of suicides being on the rise amongst young people and agreed with Councillor Kelly that it should be given special consideration rather than included in the wider health agenda.

Councillor Williams also agreed and commented that schools were limited in the help they could give and young people were under a great deal of stress currently so we needed to do something.

Councillor Kelly commented on the need to work and develop the Young People Champions.

Councillor Williams commented that she was surprised to see the issue pushed into the general health agenda as it had been a chronic problem for a number of years, especially now as there was a great deal of temptation at present with drugs, alcohol and legal highs for example and felt we needed to look at specific safeguarding.

The Chairman advised that Washington Mind did run support groups. Mrs Purvis proposed that the issue be left on the workplan and the Committee look at this in the future as a possible priority.

John Rostron suggested the secondary schools be consulted to get their input on how to influence and take forward. Biddick School was ready to progress on a suicide prevention/mental health programme with Washington Mind but was in need of help from the Council. Mrs Purvis advised that she would get in touch with the relevant personnel.

A local approach to employment and enterprise

Councillor Williams introduced Councillor G. Miller to give an update on the establishment of the business engagement and enterprise working group. Councillor Miller advised of the need for a jobs fair/business directory as a way to engage with the workforce in the area.

Mrs Purvis commented that the group had only met twice but had achieved a lot of work and it had been very positive.

Sulgrave Flat Complex

Mr Caddick provided an update advising that the ongoing work did not just include Sulgrave, but Concord as well. We were starting to see positives already with reductions in Crime and Anti Social Behaviour.

Mr Caddick also advised that unfortunately, the funding bid for further resource from the Rogue Landlord Fund had been unsuccessful.

Councillor Kelly commented that this needed to be a longer term project if it were to have any significant impact.

Councillor H. Trueman commented on the issues involving funding and advised that Vera Baird had mentioned many times the success of the interventions taking place in Sulgrave and the problem we faced now was that the Leaders of the other authorities wanted the funding to do the same.

3. RESOLVED that the Committee

- (i) Considered the progress and performance update with regards to the Washington People Board Work Plan for 2013/2014
- (ii) Considered the People Board recommendations in relation to the successful applicants to take forward the Addressing Social Isolation Project for Older People as detailed under Item 5 Financial Statement SIB and Community Chest Report
- (iii) Considered the People Board recommendation to determine a local approach to supporting communities to cope with dementia.
- (iv) Noted and Supported the People Board recommendation to align and approve SIB funding as detailed under Item 5 to implement 'A Local Approach to Employment and Enterprise'
- (v) Considered the Performance Report for all SIB funded People Projects.

Financial Statement and Proposals for further allocation of Resources

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

(For copy report – see original minutes)

In relation to the returning of £15,000 from the Heritage Banner Project, Councillor Thompson commented that he was disappointed to see this occurring and that the

schools were going to miss out. Councillor Thompson suggested that if individual schools came forward to do a similar project, they should be supported.

Councillor Kelly proposed the money be used to look at other schools and if there was no take up, the money should be kept and used as match funding for next year. Councillor Kelly also commented that he felt sure the Washington Arts Centre would oblige in helping.

Mrs Purvis advised that for Audit purposes this money would need to be reclaimed from Beamish and then awarded to another provider via submission of an application.

The Chairman commented that he personally had to encourage every single school to display their banner and felt they shouldn't have to be cajoled. The Chairman advised that he was supportive of the project but when all of this work was carried out and schools didn't attend then it needed to be taken into consideration.

Councillor Farthing commented that she felt it was important for this project to continue.

It was agreed for the money to be returned from Beamish for audit purposes and further investigation be made on Washington Arts Centre's willingness to submit a proposal to take this project over.

In relation to the SIB Application 1 – Village Centre Improvements Project, Councillor Kelly commented that he agreed with the proposed Option 2 in principal but would like to remind officers that the Area Committee was not a 'cash cow' for supplementing reduced department budgets and advised that Groundworks were in possession of massive profits which we were owed and these should be used for projects such as this.

Mrs Purvis requested Members consideration of the Washington Logo's that would be used for the Washington 50 celebrations and could be found on pages 49-52 of the agenda.

Councillor Kelly commented that he felt they should just use the Washington badge as it was simple and most people recognised it.

Councillor Farthing commented that she liked the corporate badge containing the street names.

In relation to SIB Application 3 – Washington 50 Community Programme, Councillor Kelly commented that he was supportive of providing funding but had raised concerns that it needed to be a coordinated approach, that all info was captured and all events that took place were recorded.

Mrs Purvis advised that this was something that could be built into the Call for Projects.

In relation to SIB Application 4 – A Local Approach to Employment and Enterprise, Councillor Kelly commented that there were a number of older people who had lost their jobs that were maybe not as skilled as others and requested that we look at including those also.

Councillor H. Trueman advised that he had taken on the role of apprenticeship champion and had been told by a number of workforces that our children were not good enough or ready to be employed and he felt this was most harsh on our youngsters and an element of leeway should be granted for children starting out in their first jobs to acclimatise.

Mrs Purvis advised that this might be something that could be picked up on through the skills conference.

Councillor G. Miller agreed with Councillor H. Trueman's comments and felt that big businesses should be ashamed for blaming the young people for not being ready, it was unfair to expect a 16 year old to have the life experience and confidence of an adult and it was up to the employer to help them gain these skills which would come with time.

4. RESOLVED that the Committee:-

- i) Noted the financial statements set out in the report.
- ii) Approved the return of £15,000 from the Heritage Banner Project to the SIB budget
- iii) Approved the return of £10,000 from the Enterprise Grants for Young People Project to the SIB budget
- iv) Approved the SIB Call for Projects applications to address social isolation in older people as detailed under Paragraph 3.2.1 and Annex 1 of the report totalling £5,915
- v) Approved SIB (2013/14 budget) of £80,000 to deliver the Village Centre Improvements Project as detailed under paragraph 4.1.3 and in Annex 2 of the report.
- vi) Approved SIB (2013/14 budget) of £50,000 to deliver the 3 Washington events as detailed under 4.2.1 and in Annex 2 (subject to SIB appraisal, assessment and consultation)
- vii) Approved SIB Call for Projects for the Washington 50 Project as detailed in Annex 2 totalling £50,000
- viii) Approved SIB (2013/24 budget) of £28,000 to deliver a local approach to employment and enterprise as detailed in Annex 2

- ix) Noted the 26 applications for Community Chest agreed and supported from the 2013/14 allocation, between September – December 2013 as set out in Annex 3 of the report.

Partner Agency Reports

Area Community Voluntary Sector Network

The Washington Area Community Voluntary Sector Network submitted a report (copy circulated) to inform the Committee of activity, progress, issues and concerns of the sector.

(For copy report – see original minutes)

Mr Rostron advised that the 3 VCS representatives were working with Mrs Purvis and the Chairman as they wanted to see as many VCS groups become more involved, especially with the Washington 50 celebrations and they were going to look at engaging with the smaller groups.

Mr Rostron felt it would be beneficial to sit down with Members and have a Washington specific debate over priorities for Wards/constituents to develop self help groups and to implement community development for when the Government cuts started to take hold over the next three years.

Mr Rostron also commented that he would like to have a meeting with Members in the next 3-4 weeks to unpick the issues and get a much more focussed people priority for the Network and they would like Members feedback on this.

Mrs Purvis advised of the forthcoming VCS Transition Project which was to look at what the Networks would become and how they needed to be evolved and there would be a formal process for the Area Committee to identify priorities.

Councillor Kelly commented that he whole heartedly supported Mr Rostrons comments and that work had to be done now and for the role of the Network we had to give a degree of freedom to engage with the smaller groups.

Councillor G. Miller commented that the volunteers were a major resource and we had to give the VCS their desired meeting with Members to have that discussion.

Councillor Farthing agreed that we needed to have that meeting with the Network as part of Members Community Leadership duties.

Councillor Thompson advised that he also supported this as he felt Community Development brought about sustainability.

Mr Rostron informed the Committee that Surann Valentine was leaving the centre. The Chairman requested that Members thanks be recorded to Ms Valentine for her dedication and involvement with the Area Committee over the years.

The Chairman then introduced Sergeant Sinclair of Northumbria Police who gave a brief update on statistics and advised that Inspector Stewart would provide the year end figures at the next meeting. Councillor G. Miller requested that the 2006 crime figures be supplied as a comparator.

The Chairman then welcomed Steve Graham to introduce himself to the Committee as the new Station Manager of Washington Community Fire Station.

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

The Chairman thanked everyone for their attendance and closed the meeting

(Signed) B. SCAPLEHORN,
Chairman.

10th April 2014

REPORT OF WASHINGTON AREA COMMUNITY VOLUNTARY SECTOR NETWORK

1. Purpose of the Report

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

2. Background

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

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

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

- VCS Network will continue to work on developing and supporting the VCS re collaboration, communications, intelligence and mapping.
- The Network has been invited to contribute to discussions with regards to the outcomes of City Council's VCS Relationship Transition Project. The project will consider how best the council can work with the sector to achieve joint objectives and priorities going forward. A meeting with all VCS Network Representatives has been arranged for 28th April to discuss proposed amendments for the Area Network Terms of Reference and how the sector and the Council work together going forward.
- The Network is keen to find a way to ensure the right support is in place for grass roots organisations to take advantage of opportunities coming forward. This includes the Community Programme for Washington 50 and other local events during 2014, any Call for Projects which the Committee might offer and other small grants opportunities. The Network reps are also keen to discuss how to broaden the reach of the Network and ensure the roles of the reps are developed and promoted and support the development of local grassroots organisations. The Network is also keen to discuss how to ensure adequate community development is available to those organisations that need support and to ensure a thriving VCS in Washington.
- The ACVSN representative attended the last People Board held March 19th. A discussion with the Board focused on the needs of the sector and how the Committee could work with the sector to deliver and support a thriving Washington VCS.
- The Washington Trust has submitted an application for SIB for a Project Co-ordinator. The project proposes two key strands, one to support current organisations operating in Washington and help them with succession planning and ensure sustainability to develop a thriving VCS in Washington and secondly a strand that will develop and support a cohort of volunteers - this work will be split into two elements, the first will support the succession planning as detailed above developing volunteers to help organisations and the second element will recruit volunteers who are able to give time on an adhoc basis, to support community and locality projects, without having to make an ongoing commitment' i.e. a 'bank' of local volunteers. This proposal will be considered under **Item 8**.

4. Recommendations

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

Contact: John Rostron, Area Network Representative. Tel.no. 0191 2193884

Jacqui Reeves, Area Network Representative.
Email Jacqui@washingtonmind.org.uk

Kasia Kurowska, Area Network Representative
Email: partnershipmanager@ageuksunderland.org.uk



Washington Area Committee Presentation

Zoë Channing

Zoe.channing@sunderlandlive.co.uk

07432648836

Background



- Established by Sunderland City Council in April 2013
 - Maintain and protect core events programme
 - Maintain high public satisfaction levels
 - Increase provision of events in Sunderland
 - Reduce on-going cost to Council

Maintain and Protect Core Events Programme

- City Sings
- Penshaw Bowl
- Running Festival
- Stadium Concerts
- Sunderland Festival
- Armed Forces Day
- Sunderland International Airshow
- Houghton Feast
- Remembrance Weekend
- Christmas Lights Switch On
- Christmas Programme
- Mayor's Ball
- Boxing Day Dip



Business Partners Catering & Hospitality Premium Packages Trade & Exhibition

Increase Provision of Events in Sunderland

- Wearmouth Bridge Zip Wire
- Pretty Muddy
- Sunderland Soundscape (Music)
- Comedy Festival
- Feel Good Festival (Health & Wellbeing)
- Vintage and Retro Festival
- Summer in the City (1 month)



Customer Research

- Approximately 5000 people attended Vintage and Retro Festival
- 46% were from outside Sunderland
- 92% people who attended enjoyed The Sunderland Festival
- 97% of people attending the Airshow rated the event “Very Good” or “Excellent”
- The average rating for the Roker Park Lights was 92%
- The average rating for the Christmas Experience Package was 98%



Sunderland International Airshow



- Estimated attendance – 850,000
- 20% of visitors had not visited previously
- 76% of visitors lived outside of Sunderland
- 61% of visitors attended as part of a group of 3 or more
- Average spend per person (excluding accommodation) - £12.86 per day

New Events - 2014

- Sunderland Festival of Food
- Triathlon Pink
- Summer in the City (3 months)
- The Color Run
- Sunderland Comic Con
- More festivals/events launching soon!



Sunderland Live - Open for Business

- Key Objectives
- Area Priorities
- Adding Value

Feedback, Questions and Comments

10th April 2014

Report of the Director of Public Health

Maximising the use made of Green and Other Space in Areas to Improve Health and Happiness

1. Purpose of the Report

- 1.1 Sunderland TPCT, now the Clinical Commissioning Group (CCG) released £100k to Area Committees (£20k per area) to support improvement to mental and physical wellness through a combination of approaches aimed at facilitating local people's access to, and use of, local greenspace,
- 1.2 This report seeks to provide background information to support members in considering the future use of that funding in line with determining its Area priorities for the year ahead.

2. Background

- 2.1 Through engagement with Public Health staff, Sunderland TPCT (subsequently CCG) released £100K to Area Committees to consider an approach to improving wellness, mental and physical through a combination of approaches aimed at facilitating local people's access to and use of local greenspace, whether for leisure, pleasure or enjoyment.
- 2.2 The intention was that if in any way elected members could use their local knowledge of areas to influence or commission activity which enabled the five ways to wellbeing for local people, this would have positive impact on mental wellness and resilience which in turn over time would contribute to physical wellness and resilience.
- 2.3 There is a huge range of actions which could be undertaken and this paper does not seek to give a complete list, as Area Committee will wish to hear from a range of officers but some examples are to improve amenity green space, enhance provision of facilities, commission surveys to investigate the barriers local people have to using the current facilities and identify what might feasibly attract more people to use current greenspace.

3. Supporting information

- 3.1 It has long been recognised that mental wellness is central to not only our physical wellbeing but also to quality of life, economic success and interdependent with success in improving education, training and employment outcomes. An approach that balances mental health and wellness promotion together with care and treatment is increasingly recognised as the way to maximise benefit to individuals and local communities.
- 3.2 Within and across Sunderland mental health care service delivery has been transformed over the last three years. A significant element of the approach to mental wellness, however, lies within the wider determinants of health and as such is within the remit of the Council and is being addressed through approaches to community resilience and through the influence of elected members as Community Leaders.
- 3.3 One way for Areas to accelerate their approach to improving mental wellness would be to seek more ways locally maximising the use of assets (e.g. green/blue/brown space) to

deliver the 'Five Ways to Wellbeing'. In 2008, the New Economic Foundation developed these novel and evidence based messages which seek to improve the mental health and wellbeing of the entire population, with a happy by-product being improved health and happiness. The Five Ways were developed to reflect kinds of *behaviour* that people can undertake, and as such, they differ from some traditional public health messages with a negative focus (i.e. messages telling people what *not* to do) and help make the point that mental health is determined in part, but not solely, by factors over which individuals have some control. Members are likely to have heard of the messages over the last three years, as we have been promoting them widely locally, but to refresh memories, we have attached them as **(Item 4 Appendix 1)**.

- 3.4 At the same time, a separate but related growing body of evidence suggests that contact with Greenspace creates health (including mental health) benefits, albeit some evidence suggests that lower income urban and suburban areas may have a larger proportion of poor-quality greenspace, which is both inaccessible and aesthetically poor and doesn't create these benefits. Within lower income urban and suburban areas there is recognised poor use and utilisation of greenspace and leisure facilities by those who might most need improved health and wellbeing.
- 3.5 Locally, the key finding of a greenspace audit in 2012 suggests that overall we are well provided for in terms of greenspace provision but not all residents have access to a range of green spaces that would encourage using them and receiving subsequent mental health benefit. In some places there are green spaces that are poorly used due to design and/or location.
- 3.6 A national report looking at inactivity found levels in Sunderland to be very high (the City placing 144/152 local authorities with almost 37% of the population inactive) despite a significantly over average number of leisure facilities per 100,000 population and a comparatively high level of green space (given the index for multiple deprivation locally). We also know from NHS performance indicators that we have comparatively high numbers of adults diagnosed with depression and similarly high numbers of adolescent self harmers, both significant indicators of poor mental health.

4. Recommendation

- 4.1 This paper asks Area Committee and its People and Place Boards to give consideration to how, as Community Leaders, they might enhance and facilitate local people engaging in the five ways to wellbeing and to commissioning action. Looking specifically at action around greenspace accessibility, availability, and amenity utilisation and using its £20k share of the £100k as 'seed money' to achieve this.

Contact Officer: Nonnie Crawford, Director of Public Health
Email: nonnie.crawford@sunderland.gov.uk – Tel No: 0191 1707

Five Ways to Wellbeing

Connect...

With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Be active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

Take notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you

10th April 2014

REPORT OF THE CHAIR OF THE WASHINGTON AREA COMMITTEE

Area Committee Annual Report 2013-14

1 Purpose of Report

- 1.1 To approve the Washington Committee's Annual Report as part of the combined Area Committee Annual Report 2013-14, to be presented to Full Council.

2. Background

- 2.1 This will be the third year that all Area Committee reports have been brought together in one combined report and presented to Full Council.
- 2.2 Area Committees are appointed by the Council to ensure improved service delivery at a local level in the context of best value and more efficient, transparent and accountable decision making. They deliver this role through:
- Monitoring the quality and effectiveness of services delivered by the Council and other main providers in the area
 - Working in partnership to develop efficient and effective solutions to city-wide issues as well as supporting local area priorities
- 2.3 2013-14 has been an incredibly busy and challenging year for us all - a year when Sunderland amongst many things, celebrated its 21st year as a city. The Annual Report for 2013/14 showcases some of the key achievements delivered this year, through the dedicated work of the five Area Committees and their supporting Place and People Boards. It also highlights how we translate the principles of a community leadership council in practice and the central role of local councillors in this with the positive impact it is having on the lives of people in our communities by creating stronger, more resilient communities.

3. Annual Report 2013-2014

- 3.1 The Annual Report for Washington Area Committee 2013-2014 is attached as **Annex 1**.
- 3.2 It is important that the Annual Report is viewed as a collaborative achievement and the Washington Area Committee would like to thank everyone who has contributed towards the outcomes achieved through the work of the Area Committees and the supporting Place and People Boards.

4. Recommendation

- 4.1 Members are requested to consider and approve the Washington Annual Report for inclusion in the combined Area Committee Annual Report for 2013-14.

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Washington Area Committee



Cllr Bernie Scaplehorn
Chair of Washington Area Committee

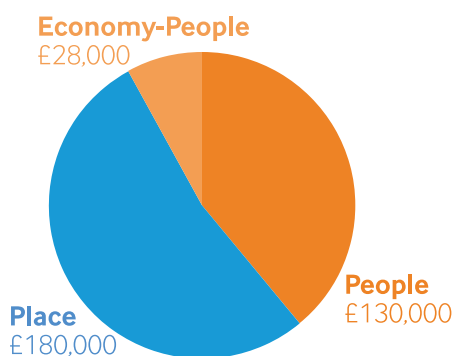
The Washington Area Committee has continued to embed partnership and participation to ensure both residents and the voluntary and community sector have helped to deliver activity to meet local need. This has kept our local communities at the heart of everything we do and has encouraged a wide range of organisations to support the work of the Committee.

Washington Area Committee set out its priorities for the year ahead to ensure a focus on activities that would bring real benefits to the local community. This included:

- Stimulating opportunities for employment and encouraging more enterprise and entrepreneurship particularly for young people. This has been achieved through a Youth Opportunities and a School Opportunities Project. Funding has also been provided to develop better engagement with businesses and for a Retail Support Specialist Project to work with the Concord Traders.
- Tackling health inequalities through addressing social isolation of older people, and helping residents become more active through the Community Health and Green Spaces Project. Neighbourhood improvements and the development of green spaces work also contributed to the development of local initiatives to tackle health inequalities across the area
- Ensuring support for the voluntary and community sector to help build capacity and deliver services for local people

Funding

Through the Strategic Initiatives Budget the Committee has worked hard to ensure the best outcomes from its resources, and has allocated more than £338,000 to projects to deliver priorities for People, Place and Economy. This has included £100,000 for the Community Health and Green Spaces programme (People and Place), £80,000 for Village Centre Improvements (Place), £28,000 to develop a local approach to employment and enterprise (Economy), £50,000 to fund local community events (People) with a further £50,000 to ensure a community led program to celebrate Washington's 50th birthday in 2014. Members also awarded 63 Community Chest grants totalling £53,125 to local groups and organisations to deliver community benefits at a Ward level.



A number of excellent projects have been rolled out throughout the area:

- The launch of the Village Centres Improvements Project whereby a range of environmental activities and initiatives will deliver a co-ordinated approach to neighbourhood management and improvements in all of the Washington villages. This will also involve local communities and VCS organisations providing opportunities for joint working and a co-ordinated approach to neighbourhood management.
- The Youth Opportunities and Schools Opportunities Projects have worked with more than 250 young people to date. More than 65 young people are now in further education or

employment and the projects are considered best practice with regards to engaging with our NEET young people.

- Following local traders contacting the Council and local Councillors the Retail Support Specialist Project together with a Shop Local Project has been initiated to support the Concord Traders. This initiative will support local businesses to improve competitiveness, effective trading and sustainability.
- The Community Health and Green Spaces Project has provided a co-ordinated network to encourage local people to be more active. It has also linked the villages and will provide a venue for events and activities and will be a valuable resource to tackle Washington's health inequalities.
- To support adult social care a small grants scheme was agreed to encourage local organisations to provide additional services to address social isolation in older people. 8 schemes have been agreed which will deliver a range of activities, develop social clubs and provide services such as a local shopping bus.
- Local events are key to enhancing community inclusion and involvement in Washington. Funding has been allocated to ensure a community programme of activities and events is in place to celebrate Washington's 50th birthday, established events such as the ever popular Washington Heritage Festival and the Washington Illuminations are once again delivered, and a new Christmas Festival for Washington Village will be launched.
- The award of funding to support the development of the Washington Youth Council

From a Place perspective the Area Committee has directly influenced a range of services. This includes:



Washington Illuminations

- Washington Business Centre which opens in April 2014 on Turbine Business Park will provide improved business space, increased jobs/employment and new businesses.
- The new Washington Leisure Village to replace the current Washington Leisure Centre will provide much improved facilities for the area
- Prioritising road repairs as part of the Highways Maintenance Programme, consultation on the Local Development Framework Core Strategy which sets out housing, business and development needs for the area and working through partners to deliver a co-ordinated response and approach to mitigate against local flooding
- Continuing to work closely with the council's Area Response Team to influence street scene service delivery and to ensure a partnership approach with local residents and organisations

From a People perspective we have worked to

- Develop community inclusion & support for the Voluntary and Community Sector. This has been through the Washington 50th birthday Community Programme and

the support of the Washington Trust to help the local community and VCS to build capacity through events management, partnership and consortia working

- Encourage the community and partners to increase the number of residents engaged in activity in order to tackle health inequalities through the Community Health and Green Spaces Project. We are currently working with partners to determine branding, a launch event and links to other activities
- Area Committee has also influenced area specific elements of the Council's Core Services including local youth provision, activities to be delivered by the Children's Centres in Washington from April 2014, how a modern library service will be delivered, and helped to inform both the Integrated Wellness Review and the Sexual Health Review.

We have worked with a number of partners to achieve our outcomes including a developing relationship with the Clinical Commissioning Group and Public Health and continuing to work closely with and support the Washington Area Voluntary and Community Sector Network and VCS organisations. Key public sector partners continue to work

with us to deliver local benefit including Northumbria Police, Tyne and Wear Fire and Rescue Service, Age UK, local schools, Groundwork, and the Probation Service.

What have the benefits of our work meant to others? Our work has reduced the number of NEETs across Washington & increased vocational opportunities for hard to reach young people. We have also engaged with more young people and a Washington Youth Council has been established with key events organised such as a Talent Show, Question Time/State of Area Event for young people and a celebration event. Our work has also improved neighbourhoods and partnership working through close collaboration and sharing of resources. Key projects will tackle health inequalities and improve local health outcomes

The year ahead - Washington Area Committee will continue to work in partnership to deliver local benefits for local people. The next year will see a further focus on ensuring opportunities for employment for local people, improving health outcomes including looking at the provision of mental health services for young people and delivering a dementia awareness health champions course, and supporting the VCS to develop and deliver services for local people.



Washington Heritage Festival

10th April 2014

REPORT OF THE CHAIR OF THE PLACE BOARD

Place Board Progress Report

1 Purpose of Report

- 1.1 To provide an update of progress against the 2013/14 Place Board Work Plan.

2. Background

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

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

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the Washington Place Board up to 31 March 2014.

Action Taken	Outcome
Area Priority: Investment in Washington's built and natural environment	
Washington Leisure Village Development	<ul style="list-style-type: none"> Members have received regular progress reports for the new Washington Leisure Village. Annex 2 includes presentation slides to report further progress
Influence: Highways Capital Maintenance Programme 2014/15	
Members received information to prioritise the areas of capital maintenance works for 2014/2015, with 25% of the capital maintenance budget identified for influence.	<ul style="list-style-type: none"> The board received information on areas requiring capital maintenance works across the Washington area. The proposed areas were prioritised into high, medium and low priority to assist Members. Members met March 11th to agree which of the proposed programmes should be recommended to Area Committee for completion up to a value of £110,000 for the Washington area as described at Annex 3.
Influence: Responsive Local Services Streetscene	
To influence core delivery in Washington	<ul style="list-style-type: none"> Current focus includes scheduling of Village Centre improvements, multi agency problem solving re industrial estates and completion of winter pruning programme implemented in all Wards. ARM is currently investigating options for partnership working with regards to woodland/plantation management scheme
Influence: Public Protection and Regulatory Service (PPRS)	
	<ul style="list-style-type: none"> The Place Board was provided with information on the statutory services and functions within PPRS and how the Board may influence each of the functions at a local level. The Service has agreed to ensure links are

	made with other initiatives and areas of work. This includes managing industrial estates (environmental standards), assisting the Concord traders initiative and dog control initiatives.
Area Priority: Deliver Responsive Services through a co-ordinated partnership approach	
Joint working and co-ordinated approach to deliver neighbourhood management and improvements to the area through partnership working.	<ul style="list-style-type: none"> Details of proposed activities, initiatives and partnership working to deliver neighbourhood improvements were presented to the Board. A programme of works has been identified and includes proposals and opportunities to encourage partners and the voluntary and community sector to engage.
Area Priority: Investment in the built environment	
Concord Shopping Centre Improvements	<ul style="list-style-type: none"> Retail Support Specialist to be confirmed April 2014. This project will also aim to establish and support the Concord Traders Forum The Concord Shop Local Campaign Project to be launched alongside the Retail Support Specialist Project The Council's Network and Traffic Enforcement sections are investigating a number of issues raised at the last meeting with local traders. Trial 4G camera in place in Concord Next Concord Traders meeting anticipated April
Area Priority: A well connected Washington	
Community Health and Green Spaces Project	<ul style="list-style-type: none"> Capital works are now well underway. Programme re engagement and involvement, marketing and branding, and focus on tackling health inequalities to be confirmed following mapping of loops and destinations March 2014.
Area Priority: A cultural identity for Washington	
To consider how the local offer can contribute to the City's Cultural Strategy	<ul style="list-style-type: none"> Member's workshop 11th March presented the Washington offer and how it informs and links to the proposed city wide strategy. Members fully supportive of aspects of heritage and culture remaining a priority for Area Committee 2014. This includes better planning for events, and culture and heritage being used to deliver other areas of work such as skills training and health initiatives. To be referred to Area Committee discussions to set priorities for 2014/15 at June Area Committee

4. Recommendations

- 4.1 Members are requested to consider the progress and performance update with regard to the Washington Place Board's Work Plan for 2013/14 as detailed in **Annex 1**.

- 4.2 Consider and agree the recommendations of the Place Board regarding the Highways Capital Maintenance programmes for the Washington for 2014/2015, attached at **Annex 3**.

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Annex 1: Work plan 2013/14

Annex 2: Washington Leisure Village presentation slides

Annex 3: Highways Capital Maintenance Programme – recommendations 2014/15 programme

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

	Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?
1	Responsive Local Services - Streetscene	To influence delivery in the Washington	Monthly basis		As required		(Dave Hardy - Lead Officer). This includes improvements to village centres, addressing environmental issues on industrial estates and proposed activity, initiatives and partnership working to deliver a co-ordinated approach to neighbourhood management and improvements to the area. Programmes of work are identified in line with current resources and responsibilities etc and will also identify proposals and opportunities to encourage partners and the voluntary and community sector to engage. This is in line with a review of the existing service scope and reflection as to how members have influenced the service. Current focus includes scheduling of Village Centre improvements, multi agency problem solving re industrial estates and completion of winter pruning programme implemented in all Wards. ARM is currently investigating options for partnership working with regards to woodland/plantation management scheme	
3	Highways Maintenance	To influence usage of resources at an area level for inclusion in Capital Programme	Jan-15	Members to reflect upon success and influencing role of 2012/2013 Capital Programme; Members to feed in views to prioritise works for inclusion in the annual Capital Programme;	Apr-14		Members have prioritised areas for 2014/15 capital allocation - Annex 2 attached to report. Allocated £110,000 programme.	
4	Public Protection and Regulatory Services	Consideration to be given to potential alignment of the services with the Board. Services in scope including trading standards, food standards, pollution control, pest control and licensing	Apr-14	Establish understanding of services delivered at a local level; Look to develop early intervention activities which support vulnerable groups within the locality	As required		(Marion Dixon - Lead Officer). Marion provided information to outlining the services within the PPRS remit. Further service area information will come forward to future boards in order to determine the influence and local information that can assist to scope and shape service delivery. Service has agreed to ensure links are made with other initiatives and areas of work. This includes managing industrial estates (environmental standards), assisting the concord traders initiative and dog control initiatives.	
Additional Area Priorities								
9	Investment in Washington's built and natural environment	To monitor and receive information relating to the developmnet of the new Washington Leisure Village.	As required	To identify opportunities to enhance and add value	Apr-14		(Links to Princess Anne Park development plans and the Community Health and Green Spaces Project) (Julie Gray - Lead Officer) . AC received detail of full design proposals/concept for development. Further consultation will continue. Next progress meeting for March 2014 with a full presentation to April AC.	
10		To receive information relating to flood risk planning.	Sep-14	To monitor progress made	Not applicable		(David Laux - Lead Officer) Monitoring role re impact of flooding and identify appropriate solutions and work with partners to support residents. Update presented to February 2014 board. Further updates to future Boards as appropriate. DL to contact Northumbria Water with regards to Assessment report.	
13	Investment in Washington's built and natural environment and Connecting the Villages of Washington	To consider the Implementation of Community Health and Green Spaces Project	As required	To monitor progress made	Not applicable		(Links to Go Smarter to Work and WLC and Princess Anne Park improvements) (Karon Purvis - Lead Officer) Capital improvements to cycling and walking network and development of integrated links between villages to address health inequalities. Map of initial network links (Phase 1) to be further developed re destinations and projects. SIB funding proposal agreed at September Area Committee. ACO to also confirm further match funding to address health inequalities. Programme re engagement and involvement, marketing and branding, and focus on tackling health inequalities to be confirmed following mapping of loops and destinations March 2014. Notes of Steering Group uploaded Sharepoint and circulated to AC.	
14	Investment in Washington's built and natural environment and Development of sustainable and desirable neighbourhoods	To consider and receive information on local initiatives which support pride in the neighbourhood and to receive reports and updates from RLS manager on Improvements to Village Centres	Feb-14	To identify opportunities and consider local initiatives with partners re environmental maintenance, NIB, LWYL, pride in the neighbourhood, improvements to local parks and green spaces – encourage resident and community involvement and to consider and report any recommensation that are made	Not applicable		(David Hardy - Lead Officer). Proposed activity, initiatives and partnership working to deliver a co-ordinated approach to neighbourhood management and improvements to the area involving local communities and VCS organisations to help deliver AC Place Priorities where appropriate. Village Centres Improvement Project approved January AC - works schedule to be in place April. Members will continue to meet ARM/ACO to discuss plans at a Ward level. RLS to contribute to proposals re Business Engagement and Enterprise Group re improvements to shopping centres (Concord). Meetings held with Concord Traders, of which majority were business owners from the top of the Concord Shopping Area. A number of issues were presented and discussed at the meeting, which was very positive and these will be progressed in the future with input from relevant service areas and local Members. Network Manager and Traffic Enforcement activity to confirm potential activity to address parking and traffic issues. Feedback to next Meeting to be scheduled April.	

15		To monitor and receive information relating to the Park Improvement Plan for Princess Anne Park	Apr-14	To identify opportunities to enhance and add value	As required		(Links to WLC, CHGSP) Meeting held with Colin Curtis regarding potential improvements to Princess Anne Park. A plan had been developed some time ago detailing sites and areas that may need work undertaken. Due to the time-lapse from the original plan, Colin agreed it was necessary to revisit the park using the original plan as a guide and then produce a more up-to-date assessment of any works identified. Once this has been developed it will be decided how best to take forward an action and delivery plan to address the works. ARM now co-ordinating this. Report to future meeting re proposals for Princess Anne Park. Funds have been secured to address flooding issues in the park. Works likely to commence February 2014	
16	A cultural identity for Washington	To consider how local delivery and initiatives contribute to the City wide / corporate approach to Heritage via the Heritage Forum and proposals for a Heritage Strategy for the City	Mar-14	To monitor, inform and co-ordinate with the local offer.	Jun-14		Member's workshop 11th March presented the Washington offer and how it informs and links to the proposed city wide strategy. Members fully supportive of aspects of heritage and culture remaining a priority for AC 2014. This includes better planning for events, culture and heritage being used to deliver other areas of work such as skills training and health initiatives. To be referred to AC discussions to set priorities for 2014/15 - June AC	
17		To consider heritage and the Washington Offer	As required	Develop projects which use heritage to engage young people in volunteering and cross generational work.	As required		Project development and action where appropriate.	
	G	Progressing on target						
	A	Progressing but behind schedule (with plans in place to action)						
	R	Not progressing						



3932-001 Washington Leisure Centre - Image 01





3932-001 Washington Leisure Centre - Image 02





3932-001 Washington Leisure Centre - Image 03





3932-001 Washington Leisure Centre - Image 04



Image 04





3932-001 Washington Leisure Centre - Image 05



Image 05



Highways Capital Maintenance Programme: Washington

Engineer's recommended streets for consideration by Members for inclusion in the
Capital Programme 2014-2015

Together with Engineer's Assessment and Programme Priority

Location	Ward	Estimate	Treatment	Engineer's Comments
Biddick Lane, Fatfield (o/s no.40 @ buildout)	W. East	£13,000	Plane off and resurface road	High priority. Classified road Road surface failing – cracking.
Coach Road Estate (SW Corner of Estate)	W. North	£10,000	Plane off and resurface road	High priority. Estate road. Road surface failure, potholing and joint opening up.
Dunstanburgh (carriageway)	W. South	£8,000	Resurface with specialist surfacing material.	High priority. Estate cul-de-sac. Worn carriageway subject to repeated repairs.
Fallowfield Way, Fatfield (Broadmeadows - joint on new HRA)	W. East	£7,500	Plane off and resurface road	High Priority. Main estate perimeter road. Road cracking. Complaints from residents.
Heugh Hill, Estate, Springwell Village	W. West	£15,500	Plane off and resurface road	High Priority. Estate road, bus route. Road cracking.
Parkway (from Lanercost - Dryburgh)	W. Central	£24,000	Plane off and resurface road	High priority. Classified road. Surface cracking and joints opening up.
Walton Road	W. East	£28,000	Plane off and resurface road	High priority. Industrial estate road. Carriageway failure in places.
Waskerly Road, Barmston	W. East	£4,000	Joint repair with specialist surfacing material.	High priority. Centre line joint failing, cracking and surface erosion.
TOTAL		£110,000		

10th April 2014

REPORT OF THE CHAIR OF THE PEOPLE BOARD

People Board Progress Report

1 Purpose of Report

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

2. Background

- 2.1 Earlier this year the priorities associated with People were referred to the Washington People Board to action on behalf of the Area Committee. The People Board has started to initiate action on those priorities and **Annex 1** outlines progress to date.

3. Key Areas of Influence/Achievements up to 31 March 2014

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the Washington People Board up to 31 March 2014

Action Taken	Outcome
Influence: Family and Community Learning	
	<ul style="list-style-type: none"> The People Board were presented with information on Family and Adult Community Learning, including the current timetable for delivery in the Washington and how Family and Adult Community Learning is procured. Members considered current provision and how this meets local need, who currently operates as a training provider in the area, who may be able to expand provision, how awareness and take up of the provision can be maximised and how FACL can be supported to increase engagement with schools. FACL to contribute and support delivery of Area Committee priorities and link with local VCS organisations to ensure a joined up approach An overview be presented to the VCS Network. Opportunities to be a training provider or host venue be presented to the VCS. The VCS to consider where any existing groups/provision may fit and be eligible for support through FACL in the future. The VCS to be given the opportunity to identify gaps in provision for the needs of the area. The VCS to promote and market current FACL opportunities to residents and users to encourage take up
Influence: Early Intervention Locality Services	
Children and Young Peoples Plan	
	<ul style="list-style-type: none"> It is proposed People Boards consider the refreshed CYPP as part of the priority setting process for 14/15 to establish links between Areas and the Children's Trust. Officers to attend all April People Boards to establish links between the Boards and Children's Trust. This will also encourage an organic approach to determining priorities around children and young people predominantly through influencing activity.
Influence: Transformation of Adult Social Care	
	<ul style="list-style-type: none"> Community Directory is now being tested for use and is available through the Sunderland City Council website in order to promote the services delivered by statutory organisations, the voluntary and community sector and private businesses which address social isolation. Dementia Awareness Module: March People Board were

	provided with detailed information on a dementia module for the health champions training and agreed to recommend to Area Committee SIB funding of £7,000. SIB application under consideration Item 8 Finance Report.
Influence: Health and Wellbeing	
Integrated Wellness	
Review of Service	<ul style="list-style-type: none"> The People Board received further information on the Integrated Wellness review and the model that had been developed in response to earlier discussions within the People Board and the Stakeholder event in November last year. The model is based upon the principles of the Health and Wellbeing Strategy to enable and empower individuals and communities to make positive changes to their own health. The new model presented takes account of the health needs of the whole population whilst being tailored to individual need. Members identified the need to align the model attached at Annex 2 with proposals for shared priorities and joined up working with CCG, Public Health and the VCS
Sexual Health	
Review of Services	<ul style="list-style-type: none"> The People Board received information on the Sexual Health review to help inform the future commissioning intentions from a local perspective. Issues identified for consideration by the board in partnership with the CCG locality, SCC services and the VCS include: <ul style="list-style-type: none"> - Access to emergency hormonal contraception/LARC reversible contraception - Chlamydia Screening - Access to CASH clinics - Access to GUM clinics - C Card accessibility Detailed report attached as Annex 3
Area Priority: Health and Wellbeing	
Joint working CCG, Public Health and Area Arrangements	<ul style="list-style-type: none"> Consideration is now being given as to how to develop effective links and a joined up approach. Area Arrangements have now met with CCG – Area Co-ordinator to ensure methodology for ensuring joint working, aligned and shared priorities is taken forward
Ensure services addressing young people's mental health issues are provided at a local level	<ul style="list-style-type: none"> Area Committee recommended mental health service for young people as a key priority for 2014. To be considered at June Area Committee re setting 2014/15 priorities and agreeing future work plans for Boards.
Area Priority: Access to employment	
A local approach to employment and enterprise	<ul style="list-style-type: none"> Retail Support Specialist to be appointed April 2014 Shop Local campaign to commence in conjunction with above. Members to consider alternative approach with regard to a Washington Skills Conference. Similar event being held city wide which will include all Washington Schools w/c 30th June. This will result in duplication and it will be more difficult to recruit employers to a conference immediately after the scheduled city wide event. (Proposal for Washington's event was first week of July. Members to consider alternatives.
Area Priority: Community Inclusion and Support	
Area Network	<ul style="list-style-type: none"> Report from Washington Area Network reps under Item 2 at April Area Committee.
Support for the VCS	<ul style="list-style-type: none"> Washington Trust has submitted an application to April Area Committee for a Volunteer Co-ordinator. To be considered under Item 8

4. Recommendations

- 4.1 Members are requested to consider the progress and performance update with regards to the Washington People Board Work Plan for 2013/2014
- 4.2 Members are requested to note the attendance of Officers at the next People Board to discuss and consider the refreshed Children and Young People's Plan and to determine how influence can be achieved at a local level
- 4.3 Members are requested to consider the People Board recommendations in relation to identifying options for the proposed Washington Skills Conference.

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Annex 1 – People Work Plan 2013/14

Annex 2 – Integrated Wellness model

Annex 3 – Sexual Health Review Report

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

	Influencing Core Services/Activities devolved to Area Committee	Why it is coming to the Board?	When will it come to the Board?	Action Required by the Board	When will Area Committee Decision be required	RAG	Progress	Completed?
1	Early Years Intervention and Locality Services	To influence service delivery in the Washington	Monthly basis	Work with Locality Manager to identify opportunities to influence services; Specifically monitor and influence the delivery of activities for young people	As required		(Lead Officer - Jane Eland). Quarterly reporting to identify opportunities to influence key service delivery at a local level.	
2	Library Services	Stage 2 consultation - opportunity for members to influence transformation of a reading and learning information service	As required	Members to feed in potential venues in the area for Community Book collections and reservations, outreach programmes and use of buildings	As required		Lead Officer - Kate McCubbin) Community Engagement Librarian attends Network meetings to promote service to VCS. Number of book collections now being delivered in other venues - Gentoo Sheltered, Tesco, Washington MIND as examples. Programme of courses circulated. Successful Volunteering event held January 2014. A Washington based event now proposed.	
3	Re-commissioning services in Children's Centres for 2014	To influence service provision in the Washington as of April 2014	As required	Bring unique understanding of communities to identify options for future delivery	Not applicable		(Lead Officer - Jane Eland). Strengthening Families case study to future meeting. The Board received information on the universal offer within the Children's Centres, the outcomes framework and local need to consider how the universal offer within the Washington can be targeted to address specific issues within the requirements of Ofsted. Tenders out November and contracts awarded Jan/Feb 2014. On track for the new contracts to be in place for 1st April.	
4	Influencing re-commissioning of Youth Contracts for 2015	Influence Youth Contract Provision from April 2015	July 2014 (tbc)	tbc	September 2014 (tbc)		(Lead Officer - Jane Eland). Quarterly update last presented at February Board. This included gender and age as well as outcomes. Note all locality targets being met - in fact overachieving. Contract review July 2014. Service Specification evaluation September 2014	
5	Integrated Wellness Service Review	To input into forthcoming review	Mar-14		tbc		(Lead Officer - Lorraine Hughes) Key recommendations included linking health and green spaces (Item 4 at April Area Committee), accessible community facilities and infrastructure, transport links/access, communication and development of social networks. The People Board received further information on the Integrated Wellness review and the model that had been developed in response to earlier discussions within the People Board and the Stakeholder event in November last year. Members identified the need to align the model attached at Annex 2 of this report with proposals for shared priorities and joined up working with CCG, Public Health and the VCS	
7	Sexual Health Review	To input into review of Sexual Health Services in the city at an area level, to influence future service delivery in terms of how much is delivered centrally and how much is delivered through outreach.	Mar-14	Health colleagues are carrying out a review of Sexual Health Services in the city. Members at an area level to influence future service delivery in terms of how much is delivered centrally and how much is delivered through outreach, using local knowledge.	As required		(Lead Officer - Gillian Gibson/Lorraine Hughes). At Area Committee in June, Lorraine provided information relating to sexual health services in Washington. Audit of Sexual Health Services in Washington attached as Annex 3 of this report. A sub group of the Sexual Health Partnership, largely comprising commissioners and providers, will work with other groups in the City such as the CCG and the Local Pharmaceutical Committee to identify practical steps to begin to address some of the inequities identified. Depending on the issues highlighted, People Boards may wish to work with their CCG locality and representatives of the Sexual Health Partnership to influence provision within their area. Alternatively, any concerns raised in the People Board can be fed back through their public health link.	
8	LMA's - review and links with Area Arrangements	To ensure the board understand the outcome of the review and the impact on linkages with Area Arrangements	tbc	tbc	tbc		(Lead Officer Louise Butler) Work is ongoing between LB and Community Safety Team to determine the LMAP links between Area Arrangements in terms of Community Leadership and as part of the desk-top review. Further updates of progress to be provided.	

9	Lifelong Learning	Consideration to be given to the benefits of lifelong learning being influenced at a local level	Mar-14	To consider how Members can influence the commissioning of activity utilising Family Adult and Community Learning Funding (FACL) available in 2014/2015	tbc		(Lead Officer - Dave Barber/Claire Kelly) Board to understand what FACL is and delivers, what they can influence/what intell they can bring, timeline for informing service specification (C4P May to July 2014). The People Board were presented including the current timetable for delivery in the Washington and how Family and Adult Community Learning is procured. Members considered current provision and how this meets local need, who currently operates as a training provider in the area, who may be able to expand provision, how awareness and take up of the provision can be maximised and how FACL can be supported to increase engagement with schools. FACL to contribute and support delivery of Area Committee priorities and link with local VCS organisations to ensure a joined up approach. An overview be presented to the VCS Network. Opportunities to be a training provider or host venue be presented to the VCS. The VCS to consider where any existing groups/provision may fit and be eligible for support through FACL in the future. The VCS to be given the opportunity to identify gaps in provision for the needs of the	
10	HHA Commissioned Grant	Consideration to be given to how the board could influence the annual commissioning process	tbc	To work with Board during 2014/2015 to contribute to the commissioning approach which will take place Sept - March 2014/2015 (to influence 2015/2016 allocation)	tbc			
15	Support the Delivery of the Health and Well Being Strategy: Transformation of Adult Social Care	To influence how services might be delivered in the future and influence development and delivery of the Health and Well-being Strategy	Sep-14	Contribute to developing a local vision with regards to Public Health and identify those most in need to identify local priorities and actions, particularly for the transformation of Adult Social Care services. Develop community directory; Identify gaps and opportunities to enhance community provision; Consider potential to develop Dementia Café's.	Apr-14		(Lead Officer - Alan Caddick) Area Committee consulted on the Health and Well-being Strategy. Reports received regarding the public's health in Washington. Ensure that local communities and the VCS are facilitated to deliver services for the most vulnerable. i) Raise awareness of services available and establish Community links - Community Directory now launched ii) Increase social wellbeing by reducing social isolation - 8 projects now approved. evaluation visits to be carried out to ensure delivery. ACO to report to future board. iii) Support communities to cope with dementia Health champions module SIB application April committee. Also proposed better use of green spaces - links to Item 4 April AC.	
Additional Area Priorities								
16	Area Outcome - A healthy Washington: Contribute to ensuring Washington has healthy outcomes and lifestyles	Influence GP Clinical Commissioning Group at an area level	Jun-14	To evolve a relationship and joint working practices with the Clinical Commissioning Group	tbc		To identify how joint working is established across CCG, Public Health and Area Committee plans and priorities. CCG to attend future board to confirm shared priorities – anticipated May/June. Once completed outcomes, potential funding opportunities and shared priorities will be presented to Board. CCG invited to attend April Network to share potential priorities with relevant sector organisations. Consider capacity, gaps and issues of VCS organisations delivering health outcomes. Healthwatch to attend future Board. Report circulated to all Members.	
17		Ensure services addressing young people's mental health issues are provided at a local level	as required	To analyse Washington's statistics and data	tbc		(Lead Officer - Lorraine Hughes) AC confirmed this issue as a key priority for 2014/15. Need to gather relevant stats and data from both public sector and VCS partners to support and identify gaps.	

19	Area Outcome - Active, educated and access to employment in Washington: Continue to improve lifelong learning, volunteering and participation opportunities	To continue to improve and / or increase levels of skills, attainment and participation	Mar-14	Develop a local approach to employment and enterprise	tbc		(Lead Officer - Berni Whitaker) A Local Approach to employment and enterprise project £28,000 SIB approved January 2014. 3 key strands - Retail Support Project : business advice and support for Concord Shopping Centre & Traders £15,000, Skills Conference for Young People (@ Washington Managed Workspace) £2,500, Engaging local business £2,500. Project lead to update Board at March meeting. ITQ re Retail support Project now out. Anticipated start April 2014. Traders continue to meet with city council to progress issues. Discuss options for Skills conference given Work Discovery Week will be held the week before proposed Washington conference and will deliver more or less the same outcomes. Identify Washington specific activity. Committee to confirm menu of engagement and messages re Washington Business Directory.	
20			As required	Develop a local approach to employment and enterprise	tbc		(Lead Officer - Louise Darby SCC Comms). Shop Local Campaign for Concord Shopping Centre/Traders Association £5,000. Invitation re design of campaign closed - to be appointed April	
21			Apr-14	Monitoring of commissioned initiatives re employment and training young people	Jun-14		(Lead Officer - Nikki Vokes/Karen Mallin SNCBC) Reprofiling of SIB confirmed - projects extended to 2015. Lead agent looking at forwar strategy for best practice to continue. Identified as a key priority for 2014/15 - to be considered at June Area Committee re setting of priorities 2014/15	
22	Area Outcome - A Safer Washington: Maintain key partnerships and collaboration for a safe and secure Washington	To influence and input into partnership working which will make Washington feel safer and more secure	as required	Continue to work in partnership through Boards, LMAPs, Young People's Group, PACT meetings	As required		(Lead Officer - Karon Purvis) Continued monitoring role re joined up approach	
23			as required	Influence mainstream resources & partnerships to ensure the continued collaboration to deliver targeted work which impacts on identified problems, e.g. youth related ASB and positive activities for children and young people.	As required		(Lead Officer - Karon Purvis). Continued monitoring role	
24			Mar-14	Co-ordinated approach to developing and delivering positive youth work in Washington			(Lead Officer - Karon Purvis)Co-ordinate opportunities and collaboration via Youth Working Group. Ensure joint working between Area Committee and the new Washington Young People's Forum. Washington Youth Council now established. Members attended Dec meeting, where the youth council presented their aims and objectives and the outcomes to date. Council planning key events including Q & A sessions with Members and lead partners, celebration event and discussion re State of the Area. Sessional workers now attached to the programme via ODYPP and not SCC Youth Services. Successful Talent Show held March 2014	
25			Mar-14	Monitor action plan to address issues at Sulgrave Flats	Jun-14		(Lead Officer - Alan Caddick) Funding has been secured from the Police and Crime Commissioner for a Neighbourhood Management Model for 6 months. There is a team of multi-agency officers, included ASB, Police officer, a Project Manager and links with Integrated Offender Management and Substance Misuse Services. The purpose of Neighbourhood Management is to reduce and tackle the causes of crime and anti-social behaviour; encourage greater tenancy management and work with landlords and the committee to increase the quality of life of the residents of the complexes and wider community. A delivery plan has been produced and the project itself is very high of the PCC agenda. Further report in relation to this to future People Board. Recommendation to consider as key priority for 2014/15	

27	Area Outcome - Community Inclusion and Support.	to ensure all actions contribute to supporting devolved and agreed area outcomes and priorities	as required	Area Committee to support the VCS to build capacity, engage and support local organisations to develop and deliver services based on local need.			(Lead Officer - Karon Purvis). Further work to collaborate with the local VCS to build capacity to contribute to delivering the AC priorities. Ongoing communication and co-ordination through Area Network. Need to ensure joined up with the sector to identify joint priorities and where working together will enhance delivery of services for local residents. SIB application from Washington Trust to April committee. VCS AC Reps to attend March Board and discuss options for supporting VCS Network to work with grassroot organisations, Member's intelligence and knowledge re community and voluntary sector groups, Role of the Network going forward – becoming sector led rather than Council led, Role of AVCS Network Reps, marketing of reps & Network to smaller groups.	
	G	Progressing on target						
	A	Progressing but behind schedule (with plans in place to action)						
	R	Not progressing						

Integrated Wellness Services – Update for People Boards

Background and Purpose

The development of integrated wellness services that are co-designed with and relevant to local people was discussed by Area People Boards during October/November 2013 with further updates following on from the stakeholder engagement event, *Improving Health –How do we do it?*, which took place on 15th November 2013. Since then, we have developed a model which reflects the engagement that took place up to the end of December 2013. We have since started to engage with the main equality groups in the City as well as commissioning further engagement with the community and key stakeholders, including current service users. Alongside this engagement work we will carry out a broader consultation to ensure that the wider community have the opportunity to comment on the model. The purpose of this paper is to give elected members the opportunity to identify key assets and issues which will support improved health in their area as well as having early sight of the proposed model.

Our New Approach

The new approach to mental and physical wellness is based on the principles of the Health and Wellbeing Strategy. We recognise that we have significant health problems in Sunderland and that, in spite of some improvements, most have been in place for many years. We therefore need to have a radical shift in our approach which recognises that, for many, it is preferable to be enabled to make positive changes to their own health. Some communities and individuals can also support others to improve their health. There are, however, some people who are less able to change and so these people should be offered additional, more personal support.

The New Model

Our new model will deliver an approach that takes into account the health needs of the whole population while also being personalised to individual need. The model is outlined in figure 1 on the following page.

Much of the feedback we have received is that many people do not want or need services but rather need to embed healthier choices into the way they live their lives, with minimal additional cost. We will, therefore, increase investment in supporting active travel as well as working to improve the availability and use of outdoor space, e.g. parks and play areas, in the city leading to better mental and physical health. We have described such investments as *Universal Opportunities*.

To overcome the difficulties that many people have in finding opportunities to improve their health we will develop a central hub that will be accessible and available to all. The hub will enable people to improve their own health with

information and signposting available through a range of media. It will be a single (but not exclusive) point of contact. It will also ensure that people continue to be supported in making changes to their health by supporting self-monitoring and following up those who want to make a change to offer further encouragement. Those who are successful will be asked to support others by establishing peer support networks in the City. In order to ensure that opportunities that people are signposted to reach an appropriate standard, the hub will also monitor and mentor organisations and other opportunities that are promoted. This part of the model, therefore, is essentially a *Programme Management* function, holding the wider system together and enabling people to find the opportunities and support they need to improve their health.

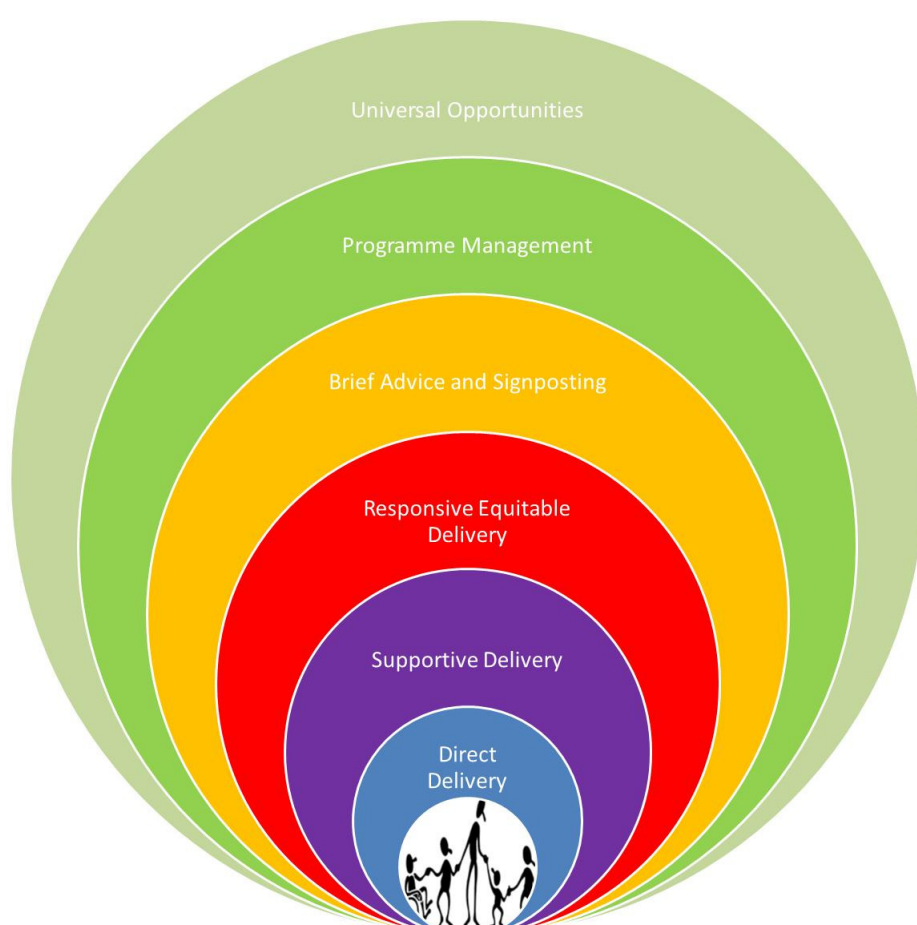


Figure 1: Delivering integrated wellness

Whilst we hope that the hub will provide the support that people need who have decided to make a change, we recognise that some people need more encouragement to take that first step and so we will build on our successful Sunderland Health Champions programme to ensure that people who are thinking about making a change to improve their health are encouraged through *Signposting and Brief Intervention*. We will continue to develop new training programmes for Health Champions to address local health needs (including the wider determinants of

health), we will build local support networks to enable them to share good practice and we will target further recruitment of Health Champions amongst those who live in or work with communities with greatest health need and embed them in services we commission or promote.

We will strengthen our proactive approach when we identify health issues arising in specific neighbourhoods or communities in the city. There will be a *Responsive Equitable Delivery* approach, working with local people in a focused way to address the particular issues.e.g. sexual health promotion and alcohol education amongst high-risk groups, stop smoking services for young pregnant women, delivery of NHS Health Checks in disadvantaged neighbourhoods, chlamydia screening for young people who do not access core services. Aligned to this will be investment in services such as mental health supported housing and the Home Improvement Agency.

Recognising that some people need extra support to make the necessary changes to improve their mental or physical health, we will have “coaches” providing *Supportive Delivery*. The coaches will help people to build a plan for themselves and/or their families using the opportunities available that best suit their daily lives. They will also support them in accessing the necessary opportunities but with the aim of people accessing opportunities independently as quickly as possible.

Finally, there will be a range of commissioned and non-commissioned *Direct Delivery*. Although there will be a reduction in commissioned services, many services that are effective in addressing the health needs of the whole population will be retained. These will include Sexual Health Services, NHS Health Checks, Stop Smoking Services, Substance Misuse Services and services aimed at improving Mental Wellness. In addition, there will be signposting and support into a range of opportunities for improved mental and physical wellness offered by other sectors in the city as well as further development of peer support. Small, time-limited grants will be made available to kick-start new opportunities or to improve access to existing ones. Services that will not be commissioned going forward include weight management and exercise on referral services for adults who will instead be signposted to other opportunities in the City.

Next Steps and Recommendation

As part of our current round of engagement, we are engaging with equality groups to ask the following questions. Elected members may want to consider these in relation to their area: -

1. What standards should we have in place across the system and what would be the priority?
2. Are there specific access issues that you are aware of that need to be addressed? If so, how could we best achieve this within resource constraints?

3. Are there organisations that reach those who have greater need where we should ensure Health Champions are embedded?
4. What would be your top priority for improving the health of your community?
5. Are there other significant issues that you would ideally like to see addressed as we finalise and then implement this approach?

As engagement and consultation draws to a close it is recommended that, if required, we return to the People Boards to discuss any significant changes. Otherwise it is proposed that identified priorities during implementation are “sense checked” with Boards to enable elected members to continue to influence the delivery of integrated wellness.

Nonnie Crawford

Director of Public Health

2 March 2014

Gillian Gibson

Consultant in Public Health

Sexual Health Review – Washington People Board Update

Background and purpose.

Members will be aware that responsibility for the commissioning of many sexual health services transferred to local government in April 2013 as part of the transfer of public health functions. Sexual health services are one of a small number of mandated public health services for local authorities. In Sunderland sexual health are currently under review to inform future commissioning intentions. A key part of the review is an equity audit that was undertaken between November 2013 and January 2014. This paper details the findings of the equity audit, including any specific issues for Areas. Concerns identified by elected members can be fed back into the review process or form part of on-going discussions with CCG localities.

Introduction

A health equity audit examines patterns of access to health and health-related services and identifies groups that are under-represented among service users when rates of access are compared with levels of need. The ethos that underpins this approach is that health and health-related services should be targeted towards those groups in the community who need them most. If effective actions are taken to increase levels of access among under-represented groups, in the long-term this should lead to a reduction in local health inequalities.

Six sexual health services were studied. Against each service, the measure of need against which rates of access were compared is listed:

Service	Measure of need
Emergency hormonal contraception	abortion rate
Community based Chlamydia screening	proportion of positive screens
Prescribing of long-acting reversible contraception in primary care	female practice population 15-44 years
C-card condom distribution scheme	teenage conception rate
Community contraception and sexual health (CASH) clinics	i) rate of diagnosis of five key STIs ii) conception rate
Genitourinary medicine (GUM) clinic at City Hospitals Sunderland	rate of diagnosis of five key STIs, among service users

Key findings

Emergency Hormonal Contraception

Access to emergency hormonal contraception is compared to the abortion rate as a proxy measure of unplanned conceptions.

Rate of access by age is directly proportional to the estimated abortion rate.

It is not possible to determine rates of access by socioeconomic group or ethnic group as full postcode and ethnic group are not currently collected from service users.

Within parts of Washington although there are significantly fewer items of emergency hormonal contraception dispensed, the need as indicated by the abortion rate would appear to be relatively low.

Community-based Chlamydia screening

Positivity (the proportion of positive Chlamydia screens) is higher among the older half of the target age group, 20-24 years, but rates of access are lower among this age group.

Males and females are equally represented among service users within the community screening programme. Positivity among females is significantly higher than among males in the 15-19 year old age group but is not significantly different among 20-24 year olds. Among 15-19 years olds the proportion of males to females should be 1:2 if rate of access is to be proportional to positivity.

Rates of Chlamydia screening in Washington wards are above or around the Sunderland average with no wards demonstrating significantly high positivity when compared with the City as a whole.

Long-acting reversible contraception (LARC)

The rate of prescribing LARC within GP Practices is variable. There are some Practices in wards with a high abortion rate that are not currently prescribing LARC.

Although there are a number of GP practices in Washington who do not currently prescribe LARC, there are no wards with high abortion rates when compared to the Sunderland average.

Condom card (C-card) scheme

The rate of access is higher among males and females 14-16 years of age compared to access among older young adults 17-19 years of age. However, numbers of conceptions among the younger age band are lower.

Rate of access is directly proportional to the estimated conception rate by ethnic group and socioeconomic group.

For Washington there are two wards, Washington Central and Washington North, where the rate of access to the C-card scheme is significantly below average and teenage conception rate is higher than or significantly higher than the England average

Contraception and sexual health (CASH) clinics

Rates of access are highest among the population 16-20 years.

The large majority of service users are women. The ratio of female to male service users is 60:1 across all age groups, and 25:1 among service users under 20 years of age. The national average ratio across all ages is 8:1.

Across England an average of 20% of young women 16-19 years accessed contraception clinics in 2012/13. In Sunderland the equivalent figure was 14%, two thirds of the national average rate of access but this could be 16.5% if an estimate of usage of clinics outside Sunderland is included. This could be 16.5% if an estimate of usage of clinics outside Sunderland is included, and patterns access of CASH clinics mirror patterns for GUM clinics. Rates of access were closer to the national average among women 13 to 14 years (2.5% Sunderland, 3% England), and 15 years of age (9% Sunderland, 11% England).

By ethnicity, rate of access is highest among people from Black and Black British ethnic groups. While evidence shows that contraception and not STIs will be the main reason for people accessing CASH clinics, the rate of diagnosis of STIs in Sunderland is highest among Black and Black British ethnic groups.

When patterns of service use are analysed by socioeconomic group, rates of access are highest among people resident in the most disadvantaged communities.

Although no Washington wards have access rates for contraceptive services that are below the Sunderland average, access rates are poorest for Washington West and Washington South.

The proportion of first contacts with women where contraception was prescribed that were LARC methods (38%) was above the England average (30%) among women of all ages but just below the England average (22%) among young women under 18 years of age.

Genitourinary medicine (GUM) clinic

2% of adults and young people 15+ resident in Sunderland access GUM clinic services each year. 85% of Sunderland residents that access GUM clinic services do so in Sunderland. Most of the remainder access services in Newcastle, Durham, South Tyneside or Gateshead. The findings below relate only to users of the Sunderland clinic.

Rates of access are highest among young people and young adults 15-24 years, but rates of diagnosis of key STIs are also highest among this age group. When rate of access is calculated per 1,000 STI diagnoses, rate of access among the 15-24 years age group is significantly below the Sunderland average rate.

Rates of access adjusted for STI diagnoses are significantly lower among males compared to females.

Rates of access per 1,000 STI diagnoses are significantly higher than the Sunderland average among 'white non-British', 'black and black British' and 'Asian and Asian British' ethnic groups.

Men who have sex with men are under-represented among service users when rates of access are calculated by sexual orientation per 1,000 STI diagnoses.

Rates of access adjusted for STI diagnoses don't vary significantly between those socioeconomic groups containing the majority of Sunderland residents.

Although no Washington wards have access rates for the GUM clinic that are below the Sunderland average, access rates are poorest for Washington Central, Washington East and Washington West.

Next Steps

A sub group of the Sexual Health Partnership, largely comprising commissioners and providers, will work with other groups in the City such as the CCG and the Local Pharmaceutical Committee to identify practical steps to begin to address some of the inequities identified. Depending on the issues highlighted, People Boards may wish to work with their CCG locality and representatives of the Sexual Health Partnership to influence provision within their area. Alternatively, any concerns can be fed back through their public health link.

Andy Billett
Public Health Analyst
3 March 2014

Gillian Gibson
Consultant in Public Health

WASHINGTON AREA COMMITTEE
10TH April 2014
EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Strategic Initiative Budget (SIB) and Community Chest - Financial Statement and proposals for further allocation of resources

Author(s):

Chief Executive

Purpose of Report:

Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an up date position on progress in relation to allocating SIB, and Community Chest and presents proposals for further funding requests.

Description of Decision:

The Committee is requested to:-

1. Note the financial statements set out in sections 2.1 and 3.1
2. Approve SIB funding of £7000 for the Health Champions Dementia Awareness Module as detailed in **Item 8 Annex 1**
3. Defer the SIB application from the Washington Trust for the reason as detailed in **Item 8 Annex 1**
4. Approve the award of SIB funding of £10,000 (Call for Projects) for the Washington Illuminations Project as detailed in **Item 8 Annex 2** to Sunderland Live
5. Approve the award of SIB funding of £10,000 (Call for Projects) for the Washington village Christmas Festival as detailed in **Item 8 Annex 2** to Sunderland Live
6. Note the allocation of £13,894 SIB (2013/14 budget Call for Projects) to support Round 1 applications for the Washington 50 Community Programme as detailed in **Item 8 Annex 3**
7. Note the 11 Community Chest approvals supported from 2013/2014 Community Chest as detailed in **Item 8 Annex 4**

Is the decision consistent with the Budget/Policy Framework?

Yes

Suggested reason(s) for Decision:

The Area Committee has an allocation of £306,507 for 2014/2015 from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Plan and to attract other funding into the area.

Alternative options to be considered and recommended to be rejected:

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

Is this a "Key Decision" as defined in the Constitution? No

Is it included in the Forward Plan?

No

Relevant Scrutiny Committees:

10th April 2014**REPORT OF THE CHIEF EXECUTIVE****Strategic Initiative Budget (SIB), Community Chest Financial Statement and proposals for further allocation of resources****1. Purpose of Report**

Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an up date position on progress in relation to allocating SIB and Community Chest and presents proposals for further funding requests.

2 Strategic Initiatives Budget (SIB)

2.1 The table below shows the financial position of SIB for 2014/2015:

	Committee Date	Allocated (not yet assessed)	Approvals	Balance
Total SIB for 2014/2015 is £303,806				
				£306,507
Project Name				
No projects approved to date within this financial year				£
Balance				306,507

2.2 There are 2 applications for SIB funding presented to Committee for consideration as detailed at **Annex 1**

2.3 The total budget being requested from the projects listed is **£81,850**. Should the projects be approved the balance of SIB funding remaining following allocation would be **£224,657**

2.4 Call for Projects Washington Events 2014: Following a Call for Projects to allocate **£20,000** (approved January 2014 Area Committee) for 2 key Washington Events, 1 application for each event has been received as detailed in **Annex 2**.

2.5 The following applications have been received:

1. Washington Illuminations – Sunderland Live £10,000
2. Washington Village Christmas Festival – Sunderland Live £10,000

2.6 Members are requested to approve the above awards.

2.7 Members are also asked to note the approvals for Round 1 of the Washington 50 Community Programme (Call for Projects) as detailed in **Annex 3**

2.8 Members are asked to note the Washington Heritage Festival SIB application has now been assessed and consultations are complete. £30,000 SIB from the 2013/14 budget was approved at the January Area Committee subject to appraisal, assessment and consultation.

3 Community Chest

3.1 The table below details the starting balances for 2014/2015. **Annex 4** shows the approvals between January to March 2014

Ward	Start Balance for 2014/2015
Washington Central	£11,002.60
Washington East	£10,853.10
Washington North	£10,000.00
Washington South	£10,969.60
Washington West	£15,369.60
Total	£58,194.90

4. Recommendations

The Area Committee is requested to

4.1 Note the financial statements set out in sections 2.1 and 3.1 of the report

4.2 Consider the approval of SIB Application as detailed in **Annex 1**:

1. Washington Health Champions Dementia Awareness **£7,000**

4.3 Consider the deferral of SIB application as detailed in **Annex 1**

1. Washington VCS Support Project **£74,850**

4.4 Consider the of 2 x SIB applications for the Washington Events 2014 (Call for Projects) **as detailed in Annex 2**

1. Washington Illuminations – Sunderland Live **£10,000**

2. Washington Village Christmas Festival – Sunderland Live **£10,000**

4.6 Note the allocation of **£13,894** SIB (2013/14 budget Call for Projects) to support Round 1 applications for the Washington 50 Community Programme as detailed in **Annex 3**

4.7 Note the 11 Community Chest approvals supported from 2013/2014 Community Chest as set out in **Annex 4**

Contact Officer: Karon Purvis, Washington Area Community Officer

Tel: 0191 561 2449 Karon.purvis@sunderland.gov.uk

Washington Area Committee
SIB funding applications

SIB Application No.1.

Name of Project	Washington VCS Support Project
Lead Organisation	Washington Trust

Total cost of Project	Total Match Funding	Total SIB requested
£79350	£4500	£74850
Project Duration	Start Date	End Date
2 years	June 2014	May 2016

The Project

This project supports the Area Committee priority of ‘Supporting Community Inclusion and Resilience’. This will be through targeted support for the VCS in Washington to encourage them to work together thus ensuring more resilience and aiding and building VCS capacity. This project will also strengthen and grow volunteering capacity across the area.

The 2 year project will be led by the Washington Trust and will employ a dedicated worker who will engage with other voluntary sector groups and organisations to grow capacity by engaging with residents and users to become more active in their local community through volunteering. A job sharing role will be considered to ensure the right skill sets are in place for successful project delivery and to make a difference at a local level.

The project will have two main strands, one offering support and advice to current organisations operating in Washington helping them with succession planning. This will address the issue of the number of groups which are managed and run by an aging population. There is a challenge to bring in the younger generation. Targeted support, advice and mentoring will be provided.

As part of the first strand of the project, the development work will engage to seek out new opportunities and where there is the potential to establish a new group, the development worker will support this work by attending initial community or group meetings, sharing good practice, offering informal workshops, sharing policies and procedures, helping the group to become self-sufficient in the most appropriate way.

This strand will link directly to the second strand as detailed below by identifying new individuals who may be willing to volunteer to support some of the local groups and/or set up new groups

This work will strengthen communities in the areas where the groups are established and this can only be a positive thing in the current climate, where main stream providers are reappraising what they can deliver, due to changes in funding and budget reductions. It is anticipated that the new groups will require funding at some point in their development and the project worker will support small grant applications to Awards for All, BIFFA and SITA and other local funders who support new community groups and organisations.

The second strand is to develop a cohort of volunteers and this work will be split into two elements:

- One element will support the succession planning by supporting and developing volunteers to help run activities and organisations. This will grow capacity in the VCS so that it is better placed to meet current and future demand. It is anticipated that this strand of the project will involve some development work, organising and delivering training to volunteers, including management committee training in conjunction with partners. This will lead to some new community groups being established and it is anticipated that this will leave a legacy of resilience in the community and within the VCS.

- Another element of this work will be to recruit volunteers, who are able to give time on an adhoc basis, to support community and locality projects, without having to make an ongoing commitment. Volunteering will be actively promoted in and around Washington using a variety of publicity tools, attendance at events and activities. A 'Washington Volunteering website and data base will be established. This will ensure the project can remain in contact with the potential volunteers and share with them the volunteering opportunities as and when needed. This cohort will also be offered training so that those who wish to develop their volunteering role are supported to do so.

This project will be delivered in partnership with other VCS groups and key partners who have access to volunteers or who offer training to volunteers. The Trust is in discussions with Gentoo, Washington Mind and Age UK to ensure there is no duplication of work or unnecessary conflict. The Trust is aware that the Library Service held a volunteering day at the City Library and that others are planned for some of the areas, including Washington. We will meet with the lead officers to discuss how the two projects can work together and possibly share the data bases that each will hold. Subject to data protection issues being resolved we see that there will be some joint opportunities to work with a number of groups, which will be to the benefit of Washington and its residents.

Need for Project

The Trust has carried out research and held a number of meetings with local VCS organisations, including the Area Committee to determine the need for this project. The Council is also seeking new ways to engage with the Sector and for the Sector to fill the void that current government and local policies are creating as service delivery is reviewed and realigned.

The Washington Area Network has raised this area of need on several occasions with Area Committee who has agreed and supported the concept as a priority. It is clearly identified in the year's WAC People Board priority list and work plan – which was endorsed by the Area Committee. At the January 2014 meeting of the Area Committee it was indicated as a 'continuing priority' through to 2014/15.

Over the last 12 to 18 months at least two community associations closed and one major charity has been wound up, as well as a number of smaller groups stopping their activities due to falling numbers. Alongside that there are a number of organisations who are close to closing their doors and who have struggled over the last 2 years or so, some of these are known to Members as they have engaged with them to support and advise in which ever way they can

Over the summer months the Trust met with a number of community associations and community groups in Washington to identify areas where there is capacity to do more and to gather evidence of need. From this work some clear messages have been shared, groups in some areas of Washington have capacity to do more, residents and users are saying they would like things to happen more frequently than they do. However the elected officers of those organisations are telling us they are not able to do that because they do not have the volunteers or that they themselves are limited as to what they can do. They also tell us they have concerns about the future and who will run the organisations. During these discussions and consultation, it became clear that groups are not benefiting from funding unless they have support to prepare, write and submit the bids because the volunteers are busy running the activities and groups/organisations. The research has also told us that some groups are struggling financially, so we see giving this support to them, is a way of meeting needs that have been clearly identified.

It is clear from this research, consultation and previous discussions with the Area Network and Area Committee that capacity and support to the sector remains an issue and without this development work being undertaken the Council's future way of working with the VCS will either be more limited. This means that Washington is at risk of losing out due to the capacity issues and the failure to engage with smaller local organisations who are able to make a real difference at a local or neighbourhood level.

Partnership

Members of the Area Network were consulted on the project during 2013 and meetings were held with a number of community groups and church groups during the period July 2013 to September 2013. They have influenced the focus of the project as have the outcome of the 1 to 1 meetings which also enabled some of the discussion at the Area Network meetings. Members of the network have stated

that the need is there and key workers have advised their groups are committed to supporting the project where appropriate. From the 1 to 1 meetings we know that a number of community groups will welcome being involved in the project if the bid is successful.

The Trust recognises the role(s) of the City's Area Community Officer (ACO), the recent city led VCS review and the direction of travel the City Council is taking to support area based VCS groups. We do not see a clash with the role of the ACO as that post will not have the capacity to work with the range of groups and number of volunteers the project will work with. We see the project as additional capacity to meet the identified need.

We anticipate from the discussions that will be held, once the project officer is in post, then others will be engaged in supporting the delivery of the volunteer project and this may lead to a co-ordinating role at times for the project officer.

Outputs of the Project

Output Code	Description	Number
A3	No. of community/voluntary groups supported	6
P3	No of people volunteering	100

Key Milestones for the Project

Member of staff appointed	July 2014
3 x VCS SWOT undertaken	January 2015
Washington volunteer database launched	January 2015
Year 1 Review completed	August 2015
100 volunteers engaged	April 2016
4 volunteer training courses delivered	April 2016

Funding

Item	Total Cost	SIB
Recruitment	1200	1200
Project co-ordinator (inc on costs)	63250	63250
Travel, transport, telephone, office supplies	6000	6000
Management costs	2400	2400
Training and volunteer costs	2000	2000
Office base and ICT	4500	0
	79350	74850

Reaching Communities was considered as was Greggs Trust, but as Washington is not seen as an area of high deprivation and the number of funding requests these organisations get, we know this project will not be high on the list of projects to be supported due to it being based in Washington. In addition some of the work will be classed as infrastructure support and funders will only support such work in exceptional circumstances. We are also aware that other areas of the City have been successful in securing grants to support volunteering, those areas score much better than Washington re IMD's. Washington has not been eligible to bid for some of the funding streams that the other groups across the City have. We have also considered applying for a number of small grants to deliver the project but this would carry to great a risk to try to secure this amount through such grant schemes and most will only fund projects for one year.

Following formal consultation and assessment a number of queries have been submitted to the Lead Agent for clarity.

Technical Assessment/Scoring Panel 55/80

The technical assessment has identified the following issues with application:

- No job description or person specification for the post to ensure a robust business case for the proposal. It is essential the duties, skills required and the proposed grade of the post matches the salary suggested.
- There is no information to confirm the management structure and line management for this post

- Does not clearly articulate how it will not duplicate existing provision currently provided through the City Council
- Does not clearly articulate how it will work in partnership with existing provision currently provided through the City Council
- Does not evidence value for money re delivery of key outputs. Includes only 6 groups over 2 years.
- Whilst beneficiaries are identified as Washington groups – there is low output number quoted (see above)
- In the Risk Assessment the applicant identifies a need to get the right person with the right skills to meet the person specification – however a job description and person specification is not included or available.
- The organisation does not evidence experience of employing a worker or having the relevant management structures in place.

Consultation comments and responses:

1. Members have requested that the Trust agrees to explore options for accreditation, upskilling, and formal recognition of volunteering re CVs, employment opportunities etc. particularly for younger people.
Response: The priority is to establish a pool of volunteers, the project is inclusive but it cannot get into the arena led by job centre plus where unemployed people are directed towards volunteering to get work experience, we need people who will commit to medium/long term volunteering if the project is to succeed.
2. Members have asked the Trust commits to ensuring recruitment/increasing numbers of young volunteers.
Response: The project is inclusive and will encourage young people to volunteer as it will everyone, but we cannot commit to ensuring we increase numbers, the bid is as set out in the application
3. The Trust is asked to forward a Job Description and Person Specification for the post
Response: The Job Description and person spec will be completed once we know the funding is secured and we are clear about any conditions that may be attached to that.
4. Please provide a detailed breakdown of the Project Co-ordinator costs (including the on costs etc.) across the 2 years
Response: Salary will be £27,500 fixed for two years, on costs in year one will be £3712.50 in year two it will £3712.50 the same as year one but we expect a pension contribution of £810 to be added to the on costs in year two. This gives a total of £63240 which is within the budget we set of £63250
5. Members have concerns regarding the low outputs proposed - numbers of groups projected across the 2 years – this does not represent value for money. Can the Trust consider increasing how many groups it will work with across the 2 years or provide evidence of the proposed target?
Response: We hope to work with more groups as the community development element of the project is delivered, but as everyone knows, issues in the sector are complex, the issues are known and that is what the bid has set out to address with positive outcomes at the end of the two years, at this stage we cannot increase the outcomes
6. Members have concerns with the numbers of volunteers projected across the 2 years – can the Trust evidence this is realistic or consider increasing the projected numbers
Response: The experience of the trustees and some of the organisations we have talked to support the cautious approach we are taking as one keen volunteer is worth 10 who have had their arms twisted and who have mixed views about volunteering. We see this as a challenge and the target is realistic, if we achieve more during the life of the project then that will be a bonus. Happy to discuss this with members on the night and Sarann will be attending area committee too and she is the regional volunteer development officer for the Autistic Society so can talk in more detail if required.
7. The Trust is requested to ensure it fosters partnerships with other organisations running volunteering schemes – to avoid conflict, duplication and displacement. How will this happen?
Response: Committed to in the bid and will be achieved through networking and the area network meetings plus the reporting process
8. The Trust is also requested to ensure no overlap or confusion with organisations supporting volunteering arrangements such as VCAS and the Volunteer Centre – how will this be achieved?

Response: Committed to in the bid and will be achieved through networking and the area network meetings plus the reporting process

9. The Trust is requested to consider and articulate how it will ensure this post does not duplicate the developing role of the Washington Area Community Officer who will be proactive in ensuring capacity building is integral to development of a collaborative VCS Network and its member groups and who also supports VCS groups to work with the Council to deliver activity which supports the City's priorities

Response: When we know the role of the Area Community Officer as that has not been shared publicly, we will work with them to ensure there is no duplication, however the Trust like other VCS organisations is still waiting to hear what the outcome of the VCS review is and the new ways of working. It was reported at area committee that the outcome would be known by December 2013, I am hoping to attend a meeting on the 28th April for an update on the VCS relationship project and what decisions have been taken so far. We are committed to the statement we made in the bid.

10. Members are suggesting job sharing would not be appropriate

Response: We note the view

11. Members have requested a sustainability plan for the project – the application touches on the VCS groups sustainability and plans to address the Trust's sustainability but not the project – what will happen after 2 years?

Response: We have set out how we see the work becoming selfsustaining, we have always been honest and said this was a time limited project and given the current climate who can predict two years ahead. We are committed to our statement in the bid.

Overarching comment from applicant: The Trustees welcome the fact Members agree the need for support to the sector, in general terms the bid that was submitted was one that we have evidence of need for, as shown in the submission, to deviate from that without the evidence, would mean we were being asked to deliver a different project and one that could very well fail. The Trustees wish Members to know that the project will be constantly monitored and if anything is not working, or groups are not engaging, we will bring this to their attention as early as we can and any changes will follow the process that is already in place. We look forward to discussing at the meeting, any concerns members have before they make a decision on the application, as you know we are always open and transparent in how the Trust does its business.

With reference to the above:

Recommendation: To defer for the following reasons:

- The applicant to provide a Job Description and Person Specification for this post to ensure the post includes relevant skills and duties appropriate to the proposed salary
- The applicant confirm line management and management structures for this post

SIB Application No.2

Name of Project	Washington Health Champions Dementia Awareness Module
Lead Organisation	SCC – Public Health

Total cost of Project	Total Match Funding	Total SIB requested
£7,000	£0	£7,000
Project Duration	Start Date	End Date
12 months	May 2014	April 2015

The Project

The project will develop and deliver a dementia awareness module as part of the Health Champion Programme which will be open to anyone living, working or volunteering in the Washington locality and would be administered through the Health Champion Programme and completed through either a workshop or e-learning programme. The workshops would be a half day session delivered in Washington. SIB funding would allow for 12 courses with 18 participants per course (potentially 216 in total). The courses will also create awareness and understanding about dementia so that early signs

and symptoms can be recognised in the community at a grassroots level, and help organisations to become more dementia friendly. The training will benefit not only clients of those who participate but also the participants themselves and their own families and communities. As more people become trained then there is the potential for more healthy behaviours to replace some of the less healthy behaviours that are currently the norm in some communities and so reduce health inequalities. It also supports other policy objectives identified including enabling people to have greater control over their own lives.

Funding will allow the commissioning of a local provider with one session per month provided, but would need some flexibility to commission more courses if the demand was high. Face to face training remains the most preferred form of training provision. Classroom training is preferred because of the unique qualities and learning opportunities that arise when face to face instruction occurs, and it allows students to share their personal experiences, thoughts and challenges in relation to the content

The courses would be delivered across a 12 month period and the costs include a sum to ensure the project is monitored and outcomes recorded. This would include tracking

- Number of people attending training.
- The number of people to whom information/advice/guidance were provided
- The number of people signposted to services
- The number of people formally referred to services

The Need for the Project

Health inequalities are a major issue throughout Sunderland, including in Washington. Not only are poorer health outcomes experienced in Sunderland when compared with other parts of the country, but also there are significant systematic health inequalities consistently identified in Sunderland.

Sunderland is experiencing a rapidly ageing population. People aged 65+ rose from 38,700 in 1981 to 47,108 in 2011 and by 2021 the 65+ age group is projected to rise to 57,221 – an increase of over 21.5% in 10 years. The oldest group, those aged 85+ is predicted to increase significantly from 5,250 to 7,757 by 2021 (2011 Mid-year estimates, ONS). A further projected outcome is that there will be a further 40% increase to 4,200 in the expected number of older people with dementia in the City by 2025. It is estimated that 37% of people aged 65+ have problems with daily living, compared to a figure of 30% of England. The number of older people who will need some help with daily living is predicted to rise by more than 25% to over 22,400 over the next 15 years, simply because there will be more older people living longer in the city. 37% of people 65+ currently need support with daily living, 58% of people 65+ are affected by a limiting long term illness, and the number of people aged 65+ with dementia is expected to increase by 58% in the next 20 years.

Ward based figures suggest over 8000 people are aged 65+ across Washington. This equates to 14% of Washington's overall population. Given the predicted increases as detailed above it is therefore likely the number of people aged 65+ with dementia and the number of people having problems with daily living will also rise considerably.

Outputs of the Project

Output Code	Description	Number
	No. people attending training sessions	200
	No. people to whom information/advice/guidance is provided	100
	No. people signposted to services	25

Key Milestones for the Project

Provider commissioned	June 2014
1 st course held	June 2014
Bi annual evaluation	Dec 2014
12 courses completed	June 2015
Project evaluation	July 2015

Recommendation: Approve

Washington Area Committee: Call for Projects – Washington Events 2014

Application No.1: Washington Illuminations

Applicant: Sunderland Live
Budget: £10,000

Project Brief

Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity for the area.

Washington Area Committee would like to invite project proposals to deliver the Washington Illuminations Project (Concord).

The project proposals must include evidence of

- Event management plans for the event(s) – how will you manage each of the events including health and safety, access, permissions, licensing etc.
- A programme of activity
- A Communications Plan
- Promotional and Marketing plans
- Community participation and a partnership approach – utilising local community resources where appropriate
- Creativity and innovation

This application:

1. Details how the Sunderland Live team will manage the event and identifies all partners and relevant licenses, permissions and health and safety requirements. The organisation has a wealth of experience managing events, festivals and occasions.
2. Sunderland Live has detailed the headlines of the programme of activity
3. A Communication Plan involving local representation is included. The organisation proposes a tiered approach to communications with both a Steering Group and an operational Group to provide relevant and ongoing dialogue with regards to the design and development of the event.
4. A detailed Promotional and marketing plan is included in the proposal
5. The organisation identifies how it will ensure a partnership approach with local community participation in the design and development of the event.

Technical Assessment: 72 /80

Recommendation: Approve

SECTION 3

EVENT MANAGEMENT OF WASHINGTON ILLUMINATIONS (SWITCH ON CONCORD) & WASHINGTON VILLAGE CHRISTMAS FESTIVAL 2014

The Sunderland Live Team has a wealth of experience in event management and will:

- Liaise with suppliers and procure all infrastructure. All documentation and risk assessments will be collated as part of this process. Sunderland Live will also work with their preferred suppliers to ensure best value for money.
- Liaise with local schools with regard to access to land for parking for visitors.
- Liaise with Sunderland City Council Highways Section to ensure a road closure is obtained prior to the events to accommodate the infrastructure and pedestrian access.
- Liaise with Sunderland City Council Licensing Section to ensure any licences required will be obtained prior to the events.
- Ensure Event Safety Plans are produced which will ensure all health and safety elements, access, traffic management, stewarding, risk assessments, contractor documentation, licences, first aid, lost children and cleansing are in place. The Event Safety Plans will ensure that the events meet the relevant standards as stated in the 'Safer Events Policy' adopted by the City of Sunderland and other partners in Tyne and Wear. Sunderland Live will present the Event Safety Plans to the Multi Agency Group to ensure any issues/comments are dealt with prior to the events.
- Ensure members of the team are dedicated to the events to include Event Management, Site Management, Health and Safety, Relationship Management, PR and Marketing.

SECTION 5

Event Title: **Washington Illuminations (Switch On Concord) 2014**

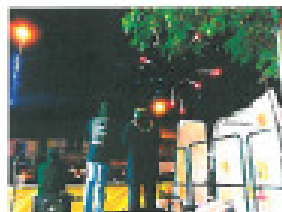
Venue: **Hardstanding – Front Street, Concord, Washington**

Date: **Monday 17th November 2014 (Possible Date)**

17.30 – 19.00

Entrance Fee: **Free**

Programme of Activity:



- A stage will be located outside the shops on Front Street, Concord and will include a programme of live music. This will include performances from local school children and a local band. A canopy will be provided to cover the stage which will allow the programme to continue in the case of wet weather.
 - A professional compere will host the event
 - Santa Claus will be on stage to greet the crowd and will present the school children with a selection box.
 - A Switch On of the Christmas Tree Lights will take place at the end of the event and the Mayor and Mayoress will switch on the lights.
 - The event will close with a firework display.
-
- Sunderland Live will engage with the nearby local shops on Front Street, Concord in relation to offers for food and drink over the event period

Application No.2: Washington Village Christmas Festival

Applicant: Sunderland Live
Budget: £10,000

Project Brief

Local events have been key to enhancing community inclusion and involvement in Washington and in supporting a cultural identity for the area.

Washington Area Committee would like to invite project proposals to deliver the Washington Village Christmas Festival. This is a new event and proposals demonstrating an innovative and creative approach are encouraged. The project proposals must include evidence of

- Event management plans for the event(s) – how will you manage each of the events including health and safety, access, permissions, licensing etc.
- A programme of activity
- A Communications Plan
- Promotional and Marketing plans
- Community participation and a partnership approach – utilising local community resources where appropriate
- Creativity and innovation

This application:

1. Details how the Sunderland Live team will manage the event and identifies all partners and relevant licenses, permissions and health and safety requirements. The organisation has a wealth of experience managing events, festivals and occasions.
6. Sunderland Live has detailed the headlines of the programme of activity for a full day event to include Christmas themed street entertainment, exhibitions and craft activities, local theatre and dance, and a Christmas themed market (crafts/farmers)
7. A Communication Plan involving local representation is included. The organisation proposes a tiered approach to communications with both a Steering Group and an operational Group to provide relevant and ongoing dialogue with regards to the design and development of the event.
8. A detailed Promotional and Marketing Plan is included in the proposal
9. The organisation identifies how it will ensure a partnership approach with local community participation in the design and development of the event.

Technical Assessment: 70 /80

Recommendation: Approve

SECTION 6

Event Title:	Washington Village Christmas Festival 2014
Venue:	Hardstanding - Spout Lane (Road Closure required)
Date:	Full day event – Saturday (possibly 22 nd November)
Entrance Fee:	Free



- Santa's Grotto located in a marquee on the hard standing in Spout Lane. Every child will receive a selection box from Santa Claus. A marquee will be designed to create a traditional Santa's Grotto. The Grotto will be located in a prominent location.



- A Farmers/Craft Market will be sited in a marquee which will be located on Spout Lane. This will provide an opportunity for visitors to purchase some seasonal produce and Christmas gifts.



- A stage will be located at the top of Spout Lane and will include a programme of live music throughout the day to include performances from local schoolchildren, Dance Academies and Local Theatre Groups. Some seating will be available in this area however the majority of this area will be standing room. A canopy will be provided to cover the stage which allows a contingency for wet weather.



- Sunderland Live will work with a media partner/compere to host the event.
- The Community Centre will be utilised to locate Promotional Exhibits from local Community Groups alongside face painters and craft activities.
- Sunderland Live will link in with Holy Trinity Church and Washington Old Hall to confirm if they will be hosting activity on this weekend. This activity will be included in any promotional materials.
- Sunderland Live will engage with the nearby local Restaurants and Public Houses in Washington Village in relation to offers for food and drink over the event period.

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- Christmas Themed Street Entertainment will be located throughout the site to interact with visitors and direct to venues.
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Washington 50 – A Community Programme

1. Background

Round 1 applications for the Washington 50 Community Programme (Call for Projects) closed 7th March.

2. The following applications have been successful following assessment and scoring and consultation with the full Area Committee (SIB Small Grants procedures and protocols)

Organisation	Activity/Event	Funding awarded
Usworth Miners Banner Group	5 th July Brass and popular music event	£950
ApExtra	History book Washington 50 Blackfell primary school children. To be rolled out to every primary school child	£3,000
Springwell Village Community Venue	Commemorative Day 6 th September + commemorative art work	£3,210
Tenants of Peacehaven Court	Garden Party July 2014 to unveil art work	£674
Teal Farm Residents Association	Celebration Event 14 th June, time capsule and planting of cherry tree	£3,000
Miners & Community Heritage Group	6 art compositions portraying development of Washington as a new town	£3,060

Total awarded £13,894

Balance remaining for Washington 50 community programme: £36,106

3. One application from Keep Kids Active for themed Washington 50 sessions and activities for young people was not supported.
4. Round 2 closes April 14th. More than 35 queries and requests for packs have been made to date (including Round 1 as allocated above)
5. Members are also asked to note the Council's Corporate Communications Team are working closely with Scrutiny and Area Arrangements to provide PR and marketing resources. This includes posters, bunting, promotional banners and pull ups and an events toolkit for the community.

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

WARD	PROJECT	AMOUNT	ALLOCATION 2014/2015	PREVIOUS APPROVALS	BALANCE REMAINING
Central	Washington Glebe Miners Banner Group- Transport, refreshments and contribution towards band	£500			
	Columbia Community Association - Redecorating costs for CA	£1,504			
	Glebe Residents Association - Meetings and room hire for residents association	£362			
	Four Seasons - Kitchen equipment for ladies group	£409			
	Totals (4)	£2775	£10,000		£11,002.60
East					
	Barmston Community Forum – Purchase of Samsung Laptop	£200			
	Sunderland City Council –Bulb Planting Fatfield and Harraton	£1,278			
	Fatfield Primary School – Contribution towards purchase of 6 Touch Screen Interactive Boards for KS1 and KS2	£3,000			
	Totals (3)	£4,478	£10,000		£10,853.10
North	St Bede's Primary School –Purchase of Junior Librarian Software	£500			
	Keep Kids Active- Healthy Living events for young people and their families	£400			
	Usworth Grange Primary School- Playground equipment including hula hoops, scooters, skippers, pompoms, juggling kits and ankle strips	£500			
	Usworth Colliery Primary School- Easter event, prizes and easter egg hunt for best attendance	£523.60			
	The Tyne Tees Transport Trust -Web site costs, banners information for new heritage group with young people	£1,000			
	Totals (5)	£2923.60	£10,000		£10,000

South					
	Totals (0)		£10,000		£10,969.60
West	Springwell Village Primary School- Group costs, stationary, ink, pens and card	£300			
	Blackfell Primary School – Wild and Grow together project –Play outdoor refurbishment	£3,500			
	Totals (2)	£3,800	£10,000		£15,369.60
Totals					£58,194.90

Current Planning Applications(Washington) Between 01/03/2014 and 23/03/2014

Reference	Address	Proposal	Date Valid	Target Date for Decision
14/00360/FUL	115 Newcastle Road Sunderland SR5 1JH	Erection of a two-storey side extension and single storey extension to front and rear (amended description).	10/03/2014	05/05/2014
14/00301/FUL	1st Fatfield Scout H.Q. Duxbury Park Fatfield Washington NE38 8BJ	Change of use from parkland adjacent to the scout hut to activity field/occasional camping to include the erection of steel wire mesh panelled fencing and the extension of existing car park.	04/03/2014	29/04/2014
14/00497/FUL	1 Saint Georges Estate Harraton Washington NE38 9AU	Erection of a two storey extension to front, side and rear	04/03/2014	29/04/2014
14/00588/FUL	5 Allenheads Fatfield Washington NE38 8PD	Erection of a part first-floor/part two-storey side, front and rear extension and single-storey rear extension (amended description 18/03/2014).	11/03/2014	06/05/2014
14/00466/FUL	Carpenter Right 3 The Peel Centre Glover Washington NE37 2PA	Installation of 4no. display windows to front elevation.	03/03/2014	28/04/2014
14/00594/FUL	1 Eaton Close Washington NE38 9DN	Erection of sun room to rear.	13/03/2014	08/05/2014

Reference	Address	Proposal	Date Valid	Target Date for Decision
14/00099/FUL	George Washington Country Hotel Stone Cellar Road Usworth Washington NE37 1PH	Erection of single storey extension to front, new entrance canopy and refuse store.	07/03/2014	02/05/2014
14/00509/FUL	104 Westernmoor Blackfell Washingto n NE37 1LT	Erection of single storey extension with flue to side of property.	13/03/2014	08/05/2014