

## COALFIELD AREA COMMITTEE

**Wednesday, 23<sup>rd</sup> January, 2013 at 6:00pm**

**VENUE – The Function Room at The Hetton Centre, Welfare Road,  
Hetton le Hole, DH5 9 NE**

Cllrs Anderson, Blackburn, Ellis, Heron, Lawson, D. Richardson (Chair), Scott (Vice Chair of the Area Committee and Chair of the Place Board), D. Smith, Speding, Tate, Wakefield.

	PAGE
1. (a) <b>Chairman's Welcome</b> (b) <b>Apologies for Absence</b> (c) <b>Declarations of Interest</b> (d) <b>Minutes of the last ordinary meeting of the Committee held on 19<sup>th</sup> September and of the extraordinary meeting held on 17<sup>th</sup> October, 2012 (Copies attached).</b>	1
2. <b>Place Board Progress Update</b>  (Copy attached).	10
3. <b>People Board Progress Update</b>  (Copy attached).	17
4.* <b>Financial Statement and Proposals for further allocation of Resources</b>  (Copy attached).	23
5. <b>Sunderland Health and Wellbeing Strategy</b>  (Copy attached).	33

\* Denotes an item relating to an executive function

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

**ELAINE WAUGH**  
**Head of Law and Governance**

**15<sup>th</sup> January, 2013**

**At a meeting of the COALFIELD AREA COMMITTEE held at EASINGTON LANE COMMUNITY ACCESS POINT, BRICK GARTH, EASINGTON LANE, HOUGHTON – LE - SPRING, DH5 0LE on WEDNESDAY, 19<sup>TH</sup> SEPTEMBER, 2012 at 6.00 p.m.**

**Present:-**

Councillor D. Richardson in the Chair

Councillors Anderson, Blackburn, Ellis, Scott, D. Smith, Speding, Tate and Wakefield

**Also in Attendance:-**

Ron Barrass	Member of the Public	
Susan Brown	Area Community Co-ordinator	Sunderland City Council
Graham Burt	Community Development Manager	Sunderland City Council
John Chapman	Head of Neighbourhoods	Gentoo
Wendy Cook	Youth and Community Co-ordinator	Sunderland North Community Business Centre
Dave Ellison	Area Response Manager	Sunderland City Council
R. Foster	Member of the Public	
Pauline Hopper	Area Officer, Coalfield	Sunderland City Council
Pam Lee	Public Health Consultant	Sunderland Teaching Primary Care Trust
Malcolm Page	Executive Director of Commercial and Corporate Services & Area Lead Executive	Sunderland City Council
Kay Rowham	Member of the Public	
Rachel Putz	Coalfields Operational Manager, Children's Services	Sunderland City Council
James Third	Community Relations Officer	Nexus
Christine Tilley	Governance Services Team Leader	Sunderland City Council
L. Welsh	Member of the Public	

## **Chairman's Welcome**

The Chairman welcomed everyone to the meeting and invited everyone to introduce themselves.

## **Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors Heron, Lawson and Rolph, Councillor Julianna Heron, Hetton Town Council, together with Melanie Caldwell, Head of Operations, Gentoo, Emma Frew, ShARP and Lee Wardle, representative from the Voluntary and Community Sector.

## **Declarations of Interest**

There were no interests declared.

## **Minutes of the Last Meeting of the Committee held on 21<sup>st</sup> June, 2012**

1. RESOLVED that the minutes of the last meeting of the Committee held on 21<sup>st</sup> June, 2012 (copy circulated), be confirmed and signed as a correct record.

## **Place Board Progress Update**

The Chief Executive submitted a report (copy circulated) which provided the Committee with an update on progress against the Area's current year's Place Board Work Plan in relation to the following priorities as well as making recommendations for allocation of SIB resources:-

- i) Responsive Local Services (RLS);
- ii) Area Priority: Neglected Land;
- iii) Area Priority: Allotments;
- iv) Area Priority: Local Shopping Centres; and
- v) Public and Local Transport.

(For copy report – see original minutes).

The Chairman of the Place Board, Councillor John Scott introduced the report, Mr Dave Ellison, Area Response Manager, briefed the Committee on those issues reported to and considered by the Place Board in relation to responsive local services and neglected land, including:-

- The 'Love where you Live' Campaign, an educational project with local schools delivered to help young people understand the importance of picking up litter;
- The improvement of the Collingwood Drive site; one of four priority Council owned sites identified as neglected and arrangements for

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the development of the remaining ones.

Councillor Tate commented that there had been problems with grass cutting at Moorsley.

Mr John Chapman, Head of Neighbourhoods, Gentoo advised in response, that there had been difficulties due to inclement weather and the grass cutting service was presently two weeks behind schedule. He undertook to check the current position and report back on the matter.

Ms Pauline Hopper, Area Officer, briefed the Committee in relation to the programme of work being progressed to make improvements on all allotment sites across the Coalfield area which included water installation, clearing and repairing of paths, provision of exterior fencing and gates and strimming of communal areas. Ms Hopper highlighted the proposed allocation of a further £30,000 funding, detailed in the report, to continue the momentum and improvement across all allotment sites.

Councillor Blackburn referred to paragraph 3.3.3 advising that a 'masterplan' had been drafted for the Britannia Terrace Allotment site and that options to create a safe walking route to Dubmire Primary School through the allotment site were being explored. He pointed out that there was an area of deep water in the vicinity.

Mr Ellison advised the Committee that the area Councillor Blackburn may be referring to was out of bounds and not Council owned. In any case Ms Hopper stated that she would ask Mr Colin Curtis, Assistant Head of Street Scene to make enquiries to allay Members concerns and report back to Councillor Blackburn on the matter.

Ms Hopper proceeded to brief the Committee on 'The Shop Local Campaign' drawing attention to the proposed further allocation of funding to expand the Business Support Programme and the proposed allocation of funding from the 2012/13 budget to provide an ongoing programme of support against the area priority in Hetton and Shiney Row shopping centres, as detailed in paragraph 3.4.2 of the report.

Mr James Third, Community Relations Officer, Nexus briefed the Committee on the public consultation Go North East had been undertaking on the series of changes to bus services it was planning and which were to be effective from 28 October, 2012. Mr Third advised that Nexus could not impact on the changes as they were commercial changes. Mr Third provided details of the proposals relating to individual services for Members' information; some of which he pointed out offered an improvement with regards to the route to be taken as they were more direct; whilst others could be viewed less positively as they were to operate less frequently.

Mr Third referred to the letter of objection which had been sent on behalf of the Committee regarding the proposed changes to the number 20 bus service and was pleased to inform Members that those changes would not now be going ahead. The number 20 would continue to operate the same route albeit that the

service had reduced from 6 buses per hour to three buses an hour ie every 20 minutes.

Members commented that the public consultation had not been well publicised and that it was all well and good to consult but it was important to listen and take on board the feedback received.

Councillor Ellis commended the prompt action of the Coalfield Area Place Board to the Committee in managing to make an objection to the proposed change to the route for the number 20 bus service before the end of the consultation period on behalf of Members of the public.

Full consideration having been given to the report the Committee:-

**2. RESOLVED:-**

- i) to note the report and the Place Board's timetable for activity for the year ahead as detailed at Annex 1;
- ii) agreed to accept progress update reports based on the timetable outlined in Annex 1;
- iii) approved the allocation of £30,000 from the 2012/13 SIB budget for future improvements on allotments;
- iv) agreed that the £15,000 remaining from last year's Shopping Centres Budget be used to extend the Business Support Programme; and
- v) agreed that £20,000 from the 2012/13 SIB budget be allocated for further support for local shopping centres.

**People Board Progress Update**

The Chief Executive submitted a report (copy circulated) which provided the Committee with an update of progress against the current year's People Board Work Plan in relation to the following priorities:-

- i) Healthy Lifestyles; and
- ii) Area Priority: Activities for Young People.

(For copy report – see original minutes).

Ms Pauline Hopper, Area Officer highlighted that the Board's first meeting was scheduled for 27<sup>th</sup> September and that target dates for delivery and feedback would be considered at that meeting.

Ms Hopper highlighted the applications for Healthy City Investment Funding and SIB funding detailed in paragraph 3 advising that they would be considered under the next item of the agenda.

Ms Rachel Putz, Coalfields Operational Manager, Children's Services advised that the Committee would be consulted upon the new youth provision and activities for young people service proposals as part of the commissioning arrangements for the new contract and that the new service arrangements needed to be in place from April 2013.

Ms Putz advised that the intention was that detailed discussions would take place on the proposals at meetings of the People Board and recommendations from the Board would be submitted to an extraordinary meeting of the Area Committee for consideration in October prior to submission to Cabinet for consideration.

The Committee:-

3. RESOLVED:-

- i) to note the report and the People Board's work plan for the year ahead as detailed at Annex 1; and
- ii) to accept progress update reports when appropriate; the timetable to be agreed at the first People Board meeting scheduled for 27<sup>th</sup> September, 2012.

At this juncture the Chairman, advised the Committee that Ms Susan Brown, Area Community Co-ordinator was leaving the Council's employment and on behalf of the Committee thanked Ms Brown for her work over the years in the Coalfield Area and in support of the Committee and wished her well for the future.

Ms Brown thanked Members for their kind wishes and for the support they had given to her in her role.

The Chairman then vacated the Chair as he had another engagement to attend and the Vice Chairman, Councillor John Scott took the chair for the remaining item of business.

**Strategic Initiatives Budget (SIB), Community Chest and Healthy Cities Investment Fund (HCIF) – Financial Statement and Proposals for Further Allocation of Resources**

The Chief Executive submitted a report (copy circulated) requesting the Area Committee to consider proposals for the allocation of the Strategic Initiatives Budget (SIB) and Healthy Cities Investment Fund (HCIF) to support initiatives that will deliver activity against priorities for 2012/13.

(For copy report – see original minutes).

Ms Pauline Hopper, Area Officer referred the Committee to the projects presented for approval set out in paragraph 2.1.1 and detailed in Annex 1 of the report.

Ms Hopper pointed out the difficulties in progressing the 'Safe Walking Route to Rainton Meadows' scheme detailed at paragraph 2.1.3 of the report and the recommendation to withdraw the scheme and return the funding to budget.

Mr Malcolm Page, Executive Director of Commercial and Corporate Services and Area Lead Executive to the Area Committee reaffirmed that there had been objections to the Council's application to acquire a piece of unregistered land required to commence the works and despite lengthy discussions and negotiations it had not been possible to reach a suitable agreement with all parties concerned. To avoid further legal costs and officer time he stated that the Committee was being recommended to withdraw the scheme and return the funding to the budget for use in a more productive way for the benefit of the community.

Members of the Committee expressed disappointment that the scheme could not be progressed for the reasons stated and therefore needed to be withdrawn.

4. RESOLVED that:-

- (i) the financial information set out in sections 2.1, 2.2, 2.3 and Annex 2 be received and noted;
- (ii) approval be given to the granting of SIB funding of £10,000 to Project 1 – People's Challenge (Community Challenge phase 2) as detailed in Annex 1 of the report;
- (iii) approval be given to the granting of SIB funding of £24,482 to Project 2 – Junior and Holiday Youth Provision, as detailed in Annex 1 of the report;
- (iv) the previously agreed 'Walking Route to Rainton Meadows' project be withdrawn and the £34,000 allocation be returned to the budgets from where it was drawn; £20,000 to the Area Committee SIB and £14,000 to the Houghton ward SIP;
- (v) the nine Community Chest approvals from the July and September Panel meetings set out in Annex 3 be noted; and
- (vi) approval be given to the project proposal for support of £31,000 from the HCIF Project for the Coalfield Healthy Men Partnership as detailed in Annex 1 of the report.

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

(Signed) D. RICHARDSON and J. SCOTT,  
Chairmen.



**At an Extraordinary meeting of the COALFIELD AREA COMMITTEE held at HERRINGTON BURN Y.M.C.A, BURN HOUSE, HOUGHTON – LE - SPRING, DH4 4YB on WEDNESDAY, 17<sup>TH</sup> OCTOBER, 2012 at 6.00 p.m.**

**Present:-**

Councillor Speding in the Chair

Councillors Anderson, Blackburn, Ellis, Heron, Lawson, D. Smith, Tate and Wakefield

**Also in Attendance:-**

Ron Barrass	Member of the Public	
Les Clark	Head of Street Scene	Sunderland City Council
Wendy Cook	Youth and Community Co-ordinator	Sunderland North Community Business Centre
Tracy Hassan	Commissioning Head, Children's Services	Sunderland City Council
Councillor Julianna Heron		Hetton Town Council
Pauline Hopper	Area Officer, Coalfield	Sunderland City Council
Juliette Johnson	Chief Executive	Herrington Burn Y.M.C.A.
Karen Lighfoot	Commissioning Head, Children's Services	Sunderland City Council
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Malcolm Page	Executive Director of Commercial and Corporate Services & Area Lead Executive	Sunderland City Council
Christine Tilley	Governance Services Team Leader	Sunderland City Council
Claire Uren	Neighbourhood Operations Manager	Gentoo
Lee Wardle	Volunteer Coordinator	Network

**Appointment of Chairman**

1. RESOLVED that in the absence of the Chairman and Vice Chairs of the Committee, Councillor Speding be appointed Chairman for this meeting of the Committee.

## **Chairman's Welcome**

The Chairman welcomed everyone to the meeting. He reminded everyone that this was a one item agenda and that there were youth services providers present and therefore specific questions or discussions which could prejudice any decision as to which organisations would be commissioned to provide the services under the new contract should be avoided. Councillor Speding added that he did not want to prevent any attendees from taking part in the discussions. However as a precautionary measure, asked that questions and answers in relation to the review be communicated through the Chair. If he felt that any questions or answers were best addressed outside of the meeting then he would indicate so.

## **Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors D. Richardson, Rolph and Scott, together with John Chapman, Head of Neighbourhoods, Gentoo, Dave Ellison, Area Response Manager, Sunderland City Council and Pam Lee, Public Health Consultant, Sunderland Teaching Primary Care Trust.

## **Declarations of Interest**

There were no interests declared.

## **Review of Youth Provision and Activities for Young People**

The Chairman welcomed Ms Tracy Hassan, Commissioning Head, Children's Services and Ms Pauline Hopper, Area Officer, Coalfield, who proceeded to provide a power point presentation on the review of youth provision and activities for young people.

(For copy presentation – see original minutes).

Ms Hassan presented the purpose and background of the review, describing the process to date including the discussion and questions asked by the People Board at its meeting held on 11<sup>th</sup> October.

Ms Hopper with support from Councillor Lawson, (who was acting as Chair of the People Board) and Mr Les Clark, Head of Street Scene presented the recommendations made by the People Board and gave further information on the discussions and reasons behind the recommendations.

Ms Hopper and Ms Hassan clarified that the senior youth provision age range had been extended from 13- 9 to 11-19 years. The junior age range was 8-10 year olds. The presentation detailed the key points which Members had raised in the discussions at the People Board meeting. Ms Hassan assured Members that

these points would be incorporated into the final generic service specification for youth provision and activities for young people.

Ms Hassan then described the next steps which were that the contract would go out to tender in November 2012, in January/February 2013 evaluations would be completed and contracts awarded and in April 2013 the new youth provision and activities for young people service would start. Ms Hassam advised that feedback would be provided to the People Board which would monitor performance and outcomes to ensure they were being achieved and that they linked to the key priorities of the Council.

Members commented that they felt that this had been a productive and inclusive process. All of their comments and suggestions had been listened to and taken on board and they expressed appreciation at being involved in developing the specification for the new contract. All in attendance at the meeting agreed that the discussion had made a positive contribution to the process.

Full consideration therefore having been given to the presentation which detailed the recommendations of the People Board, the Committee:-

2. RESOLVED that:-

- (a) the outcomes recommended by the Coalfield Area People Board listed in the presentation be approved and incorporated as part of the generic service specification and that it be noted that no additional outcomes from those specified needed to be added to the Outcomes Framework;
- (b) the specific requirements of the area recommended by the People Board and detailed in the presentation which have not already been addressed in the Draft Service Specification for both 8-10 and 11-19 provision be included and that it be noted that three sessions for the 11-19 age group and one for the 8-10 age group (year round but flexible days/hours within the holiday periods) is the preference of Members; and
- (c) the following additional questions/statements be included within the evaluation criteria used when awarding youth contracts:-
  - Working across ward boundaries to ensure accessibility in meeting the needs of young people in the Coalfield area.
  - Demonstrating effective partnerships, use of existing locations and pooling of resources to support choice and value for money.
  - Ensure evidence of holiday and sickness cover and relevant qualifications.
  - Co-operation and co-ordination between providers in neighbouring wards.

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

(Signed) M. SPEDING,  
Chairman.

23 January 2013

**REPORT OF THE CHAIR OF THE PLACE BOARD****Place Board Progress Report****1 Purpose of Report**

- 1.1 The report provides an update of progress against the current year's (2012/13) Place Board Work Plan.

**2. Background**

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

**3. Key Areas of Influence/Achievements up to 31 December 2012**

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the Coalfield Place Board up to 31 December 2012.

<b>Area Priority: Responsive Local Service (RLS) Streetscene</b>	
<b>Action Taken</b>	<b>Outcome</b>
Following discussions of the control of dogs in local parks the interim Head of Service led a review on by-laws	<ul style="list-style-type: none"> <li>A citywide policy on Dog Control Orders has been developed. Members will be consulted on individual powers within parks in the Coalfield area in order to determine local application</li> </ul>
Environmental improvements as part of the Love Where You Live campaign developed a Tree planting programme in partnership with Woodland Trust and Groundwork	<ul style="list-style-type: none"> <li>Over 400 trees were planted on four sites across the Coalfield area during November/December 2012. Community engagement was a key outcome. RLS, New Penshaw Primary School, Dubmire Primary School, Eppleton Primary School, Sunderland College, Wear Rivers Trust, Groundwork and Springboard all took part in the campaign</li> <li>Over 100 trees planted at the Collingwood Drive site enhanced the work already carried out as part of the neglected land project</li> </ul>
Following an increase in complaints from local residents, local Councillors and key Officers held meetings to discuss nuisance car parking caused by car dealers	<ul style="list-style-type: none"> <li>Referred to Portfolio Holder and the Leader of the Council</li> <li>A city wide procedure has been written by Legal Services which outlines educational and enforcement powers the Council can deliver against car dealers who nuisance park/advertise vehicles for sale</li> <li>The procedure will be rolled out from January 2013</li> </ul>
Members of the Place Board discussed the future possibilities of influencing core budgets	<ul style="list-style-type: none"> <li>From April 2013 a proportion of the highways maintenance budget will be devolved to the Place Board to influence at a local level</li> </ul>
<b>Area Priority: Improvement of Allotments</b>	
<b>Action Taken</b>	<b>Outcome</b>
Following concerns about derelict allotment plots an audit of all sites carried out to	<ul style="list-style-type: none"> <li>Comprehensive clean up of Burnside allotments including development of model allotments for rent</li> <li>Non cultivation letters issued and improvements made</li> </ul>

assess condition and remedial action required	<ul style="list-style-type: none"> <li>A project to improve all plots defined as 'unlettable' has been developed in partnership with Groundwork and is outlined in Item 4 (finance report)</li> </ul>
Enforcement and education has taken place with allotment holders where inappropriate use of plots has been identified	<ul style="list-style-type: none"> <li>Enforcement activity resulted in the removal of fifteen caravans from various sites</li> <li>A schedule has been developed for horse owners to prevent further horses being brought on to allotments. A clause has been incorporated into the revised tenancy agreement</li> <li>Enforcement activity continues as a consequence of findings on each individual site</li> </ul>
Review of the management of allotments undertaken	<ul style="list-style-type: none"> <li>High level action plan produced</li> <li>Revised tenancy agreement developed. Will be issued to all tenants in March 2013</li> <li>6 monthly inspection programme in place on all sites</li> </ul>
<b>Area Priority: Neglected Land</b>	
<b>Action Taken</b>	<b>Outcome</b>
Contact has been made with all land owners of unsightly or neglected land in private ownership and discussions held with those who have responded	<ul style="list-style-type: none"> <li>66 out of the 95 identified plots in private ownership have been improved or brought into meaningful use and removed from the list defined as 'neglected'</li> <li>Lead Agent will continue to monitor those sites which have been improved</li> <li>The Lead Agent continues to work in partnership with the remaining land owners to encourage improvements</li> </ul>
Further audit of small plots undertaken	<ul style="list-style-type: none"> <li>Five newly identified plots have been added to the portfolio</li> <li>Lead Agent will continue to work with Members to identify any further plots</li> </ul>
Four larger Council owned sites were prioritised for improvement by the Working Group	<ul style="list-style-type: none"> <li>One of the four has been improved</li> <li>Schemes are being developed for the remaining three sites and will be taken forward by the Lead Agent in consultation with ward members and the Place Board</li> </ul>
The Place Board discussed smaller sites in Council ownership and identified the benefits of small scale environmental programmes	<ul style="list-style-type: none"> <li>Ten of the of the 26 Council plots have been improved</li> <li>SIB application for £10,000 presented to this meeting to address issues such as overgrown and unsightly vegetation, damaged or derelict boundaries and reinstatement of grass on some of the remaining neglected plots in Council ownership under item 4 (finance report)</li> </ul>
The Lead Agent has worked with Land and Property and Planning Services to establish any future plans for the Council owned land	<ul style="list-style-type: none"> <li>Strategic Land Management system has now been updated with all plots of Council owned land identified as neglected</li> <li>Land and Property Services have reviewed all plots and are working on a system to identify future use of the plots or feasibility for disposal of plots</li> </ul>
<b>Area Priority: Support for Local Shopping Centres</b>	
<b>Action Taken</b>	<b>Outcome</b>
SIB funding was awarded to support local businesses. A project brief was developed by the Business Investment Team	<ul style="list-style-type: none"> <li>Business support specialists were engaged in November 2012 and will support businesses on a 1-2-1 basis or in a workshop setting depending on the needs of the businesses. Support may include developing a business or marketing plan, help with advertising, advice on diversifying the business, becoming competitive and advice on displays</li> </ul>

<b>Area Priority: Heritage</b>	
<b>Action Taken</b>	<b>Outcome</b>
A Community Heritage project has been delivered over the last 12 months by City Services in partnership with the VCS Network. The project has now ended with a small budget and one remaining outcome outstanding	<ul style="list-style-type: none"> <li>The VCS Network partners wish to continue with the project, and the Place Board has identified that this would sit best under the People Board work plan. It is proposed that (subject to appropriate SIB process) the project and the remaining £5,000 budget is transferred to ELCAP and Groundwork to deliver via the VCS Network partners and progress is reported via the People Board</li> </ul>

#### **4. Recommendations**

- 4.1 Members are requested to consider the progress and performance update with regard to the Coalfield Area Place Board's Work Plan for 2012/13
- 4.2 Members are requested to identify further plots of land deemed 'neglected' as and when appropriate and report to the Lead Agent (Dave Ellison)
- 4.3 Members are requested to agree that the responsibility for the Community Heritage project is transferred to the VCS Network and reported to the People Board

Contact Officer: Pauline Hopper, Coalfield Area Officer Tel: 0191 561 7912  
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## PLACE

## Budget:

Allocated:

Balance: £0

OUTCOME	Role for Area Committee	ACTIONS	Place Board to Consider	Lead Agent	Progress Report	Update to AC	RAG
<b>1 CORPORATE</b> An attractive modern city where people choose to invest, live, work and spend leisure time  <b>AREA:</b> High quality built and natural environments in Coalfield: Influence investment across Coalfield	<b>Strategic Influencing Role</b>	1. Influence empty properties action plan/enforcement powers to reduce negative impact on the area	Feb-13	Alan Caddick (Liz McEvoy)	Members have influenced the action plan via the 2011/12 work plan and continue to be updated regarding progress against targets. Julie Wilkie is the Empty Homes Officer for the Coalfield area and can be contacted directly if any property is a cause for concern. An update on progress will be provided for the February 2013 meeting.	Apr-13	
		2. Influence traffic and road safety issues and priorities	Feb-13	James Newell/ Adam Clelland	An exercise is underway to develop a 'network' of Vehicle Activated Speed (VAS) signs. The signs will be able to be deployed to areas of need on a rolling programme. Issues raised by members have been considered in the design of the scheme.	Apr-13	
	<b>Local Action Key Priorities for Action: Neglected Land, Allotments and Shopping Centres</b>	3. Receive and monitor information relating to development of major projects in the area	Ongoing	Colin Clark (Dave Evans)	Sunderland City Council Planning colleagues will be invited to attend Place Board meetings to discuss potential major development in the area. Information will be provided on an ongoing basis when relevant.	Apr-13	
		<b>4.1. Neglected Land - improve Council owned land</b>	<b>Nov-12</b>	Dave Ellison	Four priority Council owned sites identified. Collingwood Drive now complete and options for improvement of the remaining three sites (former Eppleton School, Old Dubmire School and Forest Estate) will be developed. Land and Property in conjunction with Street Scene are developing plans to deal with other areas of Council owned land currently derelict. A project will be presented to January 2013 Area Committee to agree a programme of work on selected sites. The policy to dispose of surplus land has been amended to enable small plots of land to be disposed at a nominal price where the holding and maintenance liability is equal to or exceeds the value of the land.	Jan-13	
		<b>4.2. Neglected Land - work with landowners to improve private sites</b>	<b>Nov-12</b>	Dave Ellison	66 out of the 95 identified plots in private ownership have been improved or brought into meaningful use and removed from the list defined as 'neglected'. The Lead Agent will continue to monitor these sites and work in partnership with land owners to encourage continued and sustained improvements	Jan-13	
		<b>4.3. Neglected Land - instigate enforcement powers to address incidents of fly tipping and unfinished developments</b>	<b>Nov-12</b>	Dave Ellison	Fly tipping removal and enforcement is ongoing, in conjunction with the police and Environment Agency where necessary. Issues with unfinished developments have been passed to planning enforcement colleagues	Jan-13	
		<b>4.4. Neglected Land - explore funding opportunities and pooling of budgets to address issues on Council owned land</b>	<b>Nov-12</b>	Les Clark	The Head of Streetscene and Head of Land and Property will explore options to combine maintenance budgets for future years.	Jan-13	

<b>5.1. Local Shopping Centres - improve physical appearance of local centres of Hetton, Houghton, Shiney Row</b>	<b>Nov-12</b>	Dave Ellison	Ad bins have been installed in Hetton, Houghton and Shiney Row. Traders are being encouraged to advertise for a pilot period free of charge. Repainting of bollards and barriers took place during 2012. Hanging baskets and planters installed for the spring/summer have helped to make the areas more attractive. Education and enforcement programmes are being implemented to reduce litter.	Jan-13
<b>5.2. Local Shopping Centres - Support local traders</b>	<b>Nov-12</b>	Ian Williams (Berni Whittaker)	The SIB funded business support project has been allocated an additional £15,000 SIB and will work with traders on a 121 basis depending on their needs. A traders' forum will be set up in Houghton and if the need exists will also be developed for Hetton and Shiney Row. Retail specialists, BSupplied, have commenced a business support programme working with independent traders on a 1-2-1 basis and also in workshop settings.	Jan-13
<b>5.3. Local Shopping Centres - Increase footfall and encourage new shoppers</b>	<b>Nov-12</b>	Julie Heathcote	A shop local campaign has been developed and to date Christmas, Easter and Jubilee events have been delivered. feature in the November 2012 Community News promoted the campaign and a number of businesses took part in a Christmas discount voucher scheme. Christmas 2012 events have taken place.	Jan-13
<b>6.1. Allotments - reduce number of derelict plots to increase the number of allotments available (reduce waiting lists)</b>	<b>Nov-12</b>	Colin Curtis (Gillian Robinson)	The September 2012 Area Committee meeting approved a further £30,000 SIB for future development of the allotments. The Allotments group last met in Oct 12 and reviewed the plan for Britannia allotments. Land and Property will produce a 'mini masterplan' for the site to include discussions around housing development and model allotments. Actions on other sites will take place in the meantime.	Apr-13
<b>6.2. Allotments - terminate tenancies of those using plots inappropriately</b>	<b>Nov-12</b>	Colin Curtis (Gillian Robinson)	An inspection programme consists of six monthly inspection of all sites and enforcement activity is carried out as a consequence of the findings on each individual site. This work is ongoing and those who are not vacating their plots voluntarily are being referred to property and legal services.	Apr-13
<b>6.3. Allotments - review the Council's arrangement regarding leasing of sites from Lambton estates</b>	<b>Feb-13</b>	Colin Curtis (Gillian Robinson)	The Council lease two sites in the Coalfield area from Lambton Estates. The responsibility for maintenance of the site and the arrangement with tenants lies with the Council. Work to assess the viability of retaining the sites as been slow as legal guidance needed to be sought. It has now been identified that the benefits of closing the sites and taking tenants through the relocation process are not outweighed by the rent that the Council pays and therefore there are no plans to give up the primary lease at present. In the meantime enforcement action at this site will continue.	Apr-13
<b>6.4. Allotments - support community gardens</b>	<b>Nov-12</b>	Pauline Hopper/VC S Network	Through the LWYL campaign, the Area Response Manager is supporting the community garden at Burnside. This now needs to be further developed with the VCS network	Apr-13



			7. Flood Risk Planning - four main flood risk sites have been identified during the recent floods * Dairy Lane, Houghton * Dene St, Hetton * Borrowdale St, Hetton * Osman Tce, Fencehouses	Feb-13	Dave Ellison	Street Scene services are investigating these issues in detail alongside other responsible agencies. The Environment Agency and Northumbrian Water Limited are holding a series of meetings with Council officers to identify specific issues and discuss solutions to prevent future problems. The Area Response Manager will report back to the Place Board once discussions have taken place.	Apr-13
2	<b>CORPORATE</b> A responsible well looked after city that is adaptable to change <b>AREA:</b> A Coalfield adaptable to change and with a strong sense of community: Continue to support the significant partnership working, influencing the redesign of services and development of facilities and support community resilience and inclusion and involvement.	<b>Strategic Influencing Role Key Priority for Action:</b> To influence the design, delivery and review of RLS Streetscene Services	8. To influence the design, delivery and review of RLS Streetscene Services	Standard item	Ian Richardson	A Citywide policy on Dog Control Orders has been developed. A Citywide procedure has been written to deal with nuisance car parking and will be rolled out in January 2013. From April 2013 a proportion of the highways maintenance budget will be devolved to the Place Board to influence at a local level. The Area Response Manager will continue to consult with Members and the Place Board to inform service delivery relevant to the local area. Relationships with the ARM and Ward Team Leaders continues to develop with Members and improves the understanding of local need.	Jan-13
3	<b>CORPORATE</b> A well connected city  <b>AREA:</b> A well connected Coalfield: Continue to promote accessibility across Coalfield and ensure transport networks meet local needs	<b>Strategic Influencing Role</b>	9. Influence development of sustainable transport options through consultation of the Core Strategy  10. Influence the provision of public and local transport networks and have input regarding the Metro Extension, and consultation with Nexus re Quality Contracts	Feb-13  Mar-13	Neil Cole/ David Laux  David Laux	The intention at present is to take the Draft Local Development Framework Core Strategy to the Cabinet meeting in March. Sessions will be organised in January and February 2013 that will provide an opportunity for members to consider and comment on the LDF proposals as they relate to their local area. The outcome of these sessions will be used to inform the development of the LDF as it progresses through the consultation process. Any amendments to the LDF programme that might require changes to the member engagement element will be communicated as soon as is feasibly possible.  The QCS proposal has now been submitted to the ITA by Nexus. The North East Bus Operators Assoc (which has been established as a collective of bus operators to form a partnership bid) will also be putting forward proposals for a scheme in the coming weeks and both proposals will be considered at the November ITA. Further public consultation will be fundamental and follow any decision by the ITA with regard to influencing routes, times and fares. Under a QCS scheme, implementation would not be until at least 2015, under voluntary partnership implementation will be much sooner.	Apr-13  Apr-13
4	<b>CORPORATE</b> A city where cultural identity and vibrancy act as an attraction	<b>Strategic Influencing Role</b>	11. Influencing role with City Services to determine future strategy for managing local events and celebrations	Nov-12	Zoe Channing	Report to be presented to Cabinet in Jan 13 to establish Sunderland Events Management Company from April 2013.	Jan-13

<b>AREA:</b> Coalfield's Cultural Identity: Continue to support activities and events which celebrate Coalfield's heritage, culture and identify.		12. Influence continuation of heritage work via City Services. Build on the successful heritage projects delivered in the area.	Feb-13	Trina Murphy	The Place Board has identified that the community heritage projects still being delivered as part of this project would be better suited to the work of the People Board and therefore request at the January 2013 Area Committee that the responsibility for the remaining £5,000 budget and the related educational outcomes are transferred to the VCS Network (led jointly by ELCAP and Groundwork) and monitored and reported upon by the People Board.	Apr-13	
	<b>Local Action</b>	13. Continue to monitor and receive information relating to celebrations, events and activities taking place throughout 2012/13	Nov-12	Pauline Hopper	In July 2012, Area Committee agreed to allocate £22,740 SIB for local events and celebrations during 2012/13. A successful Houghton Feast opening ceremony was delivered in October 2012 and a Community Christmas Switch on in Shiney Row was held in December 2012. The project also supported the community switch on event at Easington Lane organised by volunteers.	Jan-13	
<b>G</b>		Progressing on target					
<b>A</b>		Progressing but behind schedule (with plans in place to action)					
<b>R</b>		Not progressing					

23 January 2013

**REPORT OF THE PEOPLE BOARD****People Board Progress Report****1. Purpose of Report**

- 1.1 The report provides an update of progress against the People Board's Work Plan for 2012/13.

**2. Background**

- 2.1 Earlier this year the Local Area Plan's priorities associated with People were referred to the Coalfield 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.
- 2.2 In addition to supporting the delivery of those priorities the People Board also has a key role in supporting the Area Committee in influencing the delivery, design and review of people based services delivered at an area level. Those services are beginning to be determined and currently include the following Early Intervention Locality Services :-

<b>Children's Centres and Childcare</b>	Pre-birth onwards, group, individual support, health, learning, family support and supporting parents into work
<b>Connexions Educational Psychology</b>	Targeted and vulnerable, NEET Support to schools and children with special educational needs
<b>Youth Development</b>	XL and mobile services, contracted services, partnership working between local providers
<b>Attendance Risk and Resilience</b>	Support to schools and enforcement Substance misuse, sexual health and prevention of offending
<b>Common Assessment Framework (CAF)</b>	Management of the process for assessing needs and determining an appropriate response
<b>To Influence the commissioning of services delivered through contracted arrangements.</b>	

**3. Key Areas of Influence/Achievements up to 31 December 2012**

- 3.1 Outlined below is a summary of the key areas of influence / achievements of the Coalfield People Board up to 31 December 2012.

<b>Area Priority: Early Intervention and Locality Services</b>	
<b>Action Taken</b>	<b>Outcome</b>
Influence commissioning process for Youth Contracts	Area Committee agreed with the People Board's recommendations to tailor the service to meet Coalfield Area requirements. In doing so: <ul style="list-style-type: none"> <li>• The Outcomes Framework was enhanced</li> <li>• Specific requirements were included in the Service Specification including age range, frequency of delivery and flexibility</li> </ul>

	<ul style="list-style-type: none"> <li>Additional questions/statements added to the Evaluation Criteria as the basis for allocating future contracts.</li> </ul>
<b>Area Priority: Support for Older and Vulnerable People and Carers</b>	
<b>Action Taken</b>	<b>Outcome</b>
The People Board agreed to develop a mechanism to invite local VCS organisations to deliver local projects to reduce social isolation and improve wellbeing	<ul style="list-style-type: none"> <li>A project brief and application process has been designed (Annex 2)</li> <li>VCS organisations have been consulted via the Coalfield VCS Network</li> <li>A recommendation to allocate £30,000 SIB for local provision is presented to this meeting under Item 4 (finance report)</li> <li>An SIB application for £9,321 to enhance the Shoppa Bus service is presented to this meeting under Item 4 (finance report)</li> </ul>
The People Board discussed the local impact of Welfare Reform and the increased need for local advice and support services	<ul style="list-style-type: none"> <li>Discussions were held with ShARP (local welfare and benefits adviser) regarding alternative ways to support local people</li> <li>An SIB application for £23,166 to provide an enhanced and redesigned service is presented to this meeting under item 4 (finance report)</li> </ul>

#### 4. Recommendations

- 4.1 Members are requested to consider the progress and performance update with regard to the Coalfield People Board's Work Plan for 2012/13
- 4.2 Members are requested to agree the project brief and related process attached at Annex 2

Contact Officer: Pauline Hopper, Coalfield Area Officer Tel: 0191 561 7912  
Email: [pauline.hopper@sunderland.gov.uk](mailto:pauline.hopper@sunderland.gov.uk)

## PEOPLE

## Budget:

Allocated:

Balance: £0

OUTCOME		Role for Area Committee	ACTIONS	People Board to consider	Lead Agent	Progress Report	Update to AC	RA G
1	<b>CORPORATE</b> A City where everyone is as healthy as they can be and enjoys a good standard of well being  <b>AREA:</b> A Healthy Coalfield: Contribute to ensuring Coalfield has healthy outcomes and lifestyles	<b>Strategic Influencing Role</b>	1. Influence GP Clinical Commissioning Group (CCG) at an area level	Feb-13	Graham King/Pam Lee TPCT	The January 2013 Area Committee will receive a presentation and report giving information on HWB role and function and the H&WB strategy in advance of statutory requirement in March 2013.	Jan-13	
			2. Receive reports and information to influence plans, policy and strategy via the People Board	Ongoing	SPPM	Relevant information will be provided to the People Board via Sharepoint	Apr-13	
		<b>Local Action Key Priority for Action: Healthy life choices for young people/ childhood obesity</b>	3. Area representation at Clinical Commissioning Group (CCG) and potential links to People Board	Feb-13	Graham King/Pam Lee TPCT	The January 2013 Area Committee will receive a presentation and report giving information on HWB role and function and the H&WB strategy in advance of statutory requirement in March 2013.	Jan-13	
			4. Commission projects through the Healthy City Investment Fund (HCIF)	Feb-13	Jacqui Reeves (Wton MIND) /VCS Network	A project proposal to deliver a collaborative project was approved by Area Committee in September 2012. The project will address the main lifestyle causes of cancer and promote awareness of the early signs and symptoms of cancer. A progress report will be given to the People Board in February 2013	Apr-13	
			5. Work with partners to increase awareness of, and response to, welfare reform	Dec-12	Fiona Brown	The latest briefing note has been loaded to sharepoint and circulated to members for information. SIB funded Welfare advice services will end in January 2013. The December People Board discussed the impact this will have and propose the project is funded for a further year to January 2014.	Jan-13	
			6. Focus on young people and health, particularly around sexual and mental health in teenagers and childhood obesity	Feb-13	VCS Network	The 'People's Challenge' project approved by Area Committee in September 2012 will, support the delivery of this priority in partnership with the VCS Network. An opportunity to deliver small scale projects will be offered to network members in January 2013.	Apr-13	
2	<b>CORPORATE</b> A City with high levels of skills, educational attainment and participation  <b>AREA:</b> Education and attainment in Coalfield: Support initiatives working to help local young people	<b>Strategic Influencing Role</b>	7. Greater links with local schools and cross boundary working with Washington schools	Mar-13	Rachel Putz	The locality manager will ensure that any work involving secondary schools in the area will consider cross boundary working with Washington schools as a high proportion of pupils resident in the Shiney Row ward in particular attend schools outside of the Coalfield boundary (mainly Biddick)	Apr-13	
			8. Through the People Board, ensure engagement of partners to improve residents' job and career prospects	Mar-13	Ian Williams	Through partners such as SNCBC local people will be supported into job training and skills development to prepare them to be more competitive in the jobs market. A report to update the Board on the work carried out by SNCBC in the Coalfield area will be provided in March 2013.	Apr-13	
			9. Influence skills development, to include support for NEETs and apprenticeships for young people	Mar-13	Rachel Putz	Via Connexions and Workforce Development opportunities the Locality Manager will provide information on how the People Board can influence this agenda	Apr-13	

			10. Influence provision of activities for young people	Dec-12	Sandra Mitchell	The People Board held two meetings in October 2012 to consider information and make recommendations to a special Area Committee meeting in October. The recommendations were agreed and results will influence the youth contracts post March 2013	Jan-13	
			11. Influence joint working with Sunderland University	Mar-13		Les Clark to provide contact details	Apr-13	
			12. Receive reports to influence plans, policy and strategy from the People Board	Ongoing	SPPM	Relevant information will be provided to the People Board via Sharepoint	Apr-13	
			13. Ensure access for local people to emerging education and employment opportunities	Mar-13	Connexions SNCBC		Apr-13	
	Local Action Key Priority for Action: Youth provision and activities for young people		14. Monitor current initiatives, funded by Area Committee, which work with young people	Mar-13	Pauline Hopper	The Area Officer will monitor the performance and outcomes of the SIB funded youth provision project. Performance and issues are discussed at each operational group meeting.	Apr-13	
			15. Work with partners to deliver family, adult and community learning (FACL) in appropriate subjects and venues	Mar-13	Sandra Kenny/ VCS Network	Information regarding local FACL provision will be provided to the People Board in March 2013	Apr-13	
			16. Continue with youth provision through Activities for Young people priority	Dec-13	Rachel Putz	The Youth Operations Group continues to meet and a youth providers forum has been set up to ensure consistency and co-ordination of youth provision across the area. A partnership project approved by Area Committee in September 2012 will ensure holiday and junior provision will continue until the new commissioned contracts are in place in April 2013.	Apr-13	
3	CORPORATE A City which is and feels even safer and more secure  AREA: A Safer Coalfield: Continue to ensure key partnerships and collaboration maintains the good results achieved	Strategic Influencing Role	17. Receive reports to influence plans, policy and strategy from the Place Board and the People Board	Ongoing	SPPM	Relevant information will be provided to the People Board via Sharepoint	Apr-13	
		Local Action	18. Through LMAPS, work to ensure local issues and problems are addressed	Ongoing	Pauline Hopper/ Member rep	The Area Officer and one elected member provide the representation at LMAPS. Previously Councillor Kath Rolph was the nominated representative, with Councillor John Scott deputising. This will be discussed at January Area Committee in order to formalise future representation. A quarterly report will be provided to the People Board and Area Committee in future	Apr-13	
			19. Work with local partners to provide information and reassurance to reduce the fear of crime	Mar-13	Pauline Hopper/ People Board	Working with Comms Officer/ VCS Network/ Neighbourhood Police Team a message of reassurance will communicated via current and future promotional literature/events. The crime rate for the Coalfield area is low but fear of crime is high.	Apr-13	
				20. Agree locations of XL youth provision	Mar-13	Sandra Mitchell	The Area Committee has agreed locations for XL youth villages and youth provision for the coming year	Apr-13
4	CORPORATE A City that ensures people are able to look after themselves	Strategic Influencing Role	21. Influencing via the Health and Well Being Board	Feb-13	Neil Revelly	The January 2013 Area Committee will receive a presentation and report giving information on HWB role and function and the H&WB strategy in advance of statutory requirement in March 2013.	Jan-13	

<b>AREA:</b> Cared for in Coalfield: Contribute to safeguarding and promoting the welfare of Coalfield's most vulnerable		22. Understand the impact of Welfare Reform. Work with partners to increase awareness of, and response to, welfare reform	Nov-12	Fiona Brown/ VCS Network	Presentations have been delivered by Fiona Brown to Members . Bi monthly updates to be provided to members via briefings. Latest briefings uploaded onto Sharepoint. (November briefing) Currently preparing a members' pack, to help members to understand how they can advise their constituents on how they may be affected and also where/from whom they can get further help and advice. This is in development with our Comms colleagues. CITYWIDE APPROACH being developed. Investigating how to ensure local action can be joined up to ensure co-ordinated approach and complement wider provision.	Jan-13	
		23. Receive reports to influence plans, policy and strategy from the People Board	Ongoing	SPPM	Relevant information will be provided to the People Board via Sharepoint. Information regarding the Community Resilience strategy and how to influence delivery will be provided when available. The emerging Community Resilience Plan recognises that individual, family and community resilience are intrinsically linked, and that a critical mass of individual and family resilience is needed before community resilience can be developed. Strengthening the capacity of individual and families, including their economic resilience, is seen as a fundamental part of the journey towards stronger and more resilient communities. The Child and Family Poverty (C&FP) Strategy is still relevant in Sunderland. The Child Poverty Act 2010 requires local authorities to produce a joint child poverty strategy with partners, but the strategy doesn't have to be a stand alone document, it can therefore be embedded within other strategies.	Apr-13	
	<b>Local Action</b> <b>Key Priority for Action:</b> <b>Support for older people, vulnerable adults and carers</b>	24. Continue Support for Older people priority to include 'vulnerable adults' and 'carers'	Nov-12	Phillipa Corner/ Lynden Langman	The 'People's Challenge' project approved by Area Committee in September 2012 will support the delivery of this priority in partnership with the VCS Network. An opportunity to deliver small scale projects to support this priority will be given to VCS network members in January 2013.	Jan-13	
		25. Continue to work with local and VCS organisations who provide support for local people	Dec-13	Pauline Hopper/VCS Network	A brief for VCS organisations has been prepared and once agreed by Area Committee in January 2013 VCS Network members will be invited to deliver local support for this target group	Jan-13	
<b>G</b>		Progressing on target					
<b>A</b>		Progressing but behind schedule (with plans in place to action)					
<b>R</b>		Not progressing					

## Coalfield Area Committee: Funding Opportunity

### Area Priority: Support for Older People, Vulnerable Adults and Carers

#### Introduction and background

Coalfield Area People Board would like to invite interested local Voluntary and Community Sector (VCS) groups to submit proposals to deliver projects in the local community which provide support for older people, vulnerable adults and carers. Wards covered by the Coalfield Area are Copt Hill, Hetton, Houghton and Shiney Row.

Only VCS groups who have a management committee, constitution and bank account with dual signatories can be involved. There is an opportunity for local VCS groups with a proven track record in delivering grant funded projects to deliver projects on behalf of the Coalfield Area Committee. Applications demonstrating strong partnership working are encouraged.

#### Project

As part of the area priority, '**Support for Older People, Vulnerable Adults and Carers**' the People Board would like to invite project proposals which complement and work in partnership with existing support in the Coalfield area. The project(s) must:-

1. Engage more older people, vulnerable adults and carers in activities and services to improve their wellbeing
2. Reduce isolation and increase social interaction of older people, vulnerable adults and carers
3. Increase awareness of support available to older people, vulnerable adults and carers

Project proposals can be targeted to part wards, full wards, multi wards or the whole area, depending on the nature and capacity of a project and the need identified. Smaller, more localised, projects will also be considered.

#### Budget: £30,000

There is a total of £30,000 available. Please Note – this is the total budget available for all projects which are successful - **NOT** per project application. Therefore, we do not expect to fund any project over £5,000.

#### Assessment

Each project application will be assessed against set criteria by an assessment panel. The outcome of the assessment will be reported to the People Board for their consideration. The People Board will then make recommendations to Area Committee who will decide which project proposals will be supported.

#### Proposed Timescale

Opportunity advertised to VCS Network	25 January 2013
Deadline for completed applications	7 March 2013
Applications considered by Coalfield People Board	18 March 2013
Recommendation submitted to Area Committee for decision	24 April 2013

#### Next Steps

Any interested VCS Group should request an application form. These are available by contacting Pauline Hopper, Coalfield Area Officer Email: [pauline.hopper@sunderland.gov.uk](mailto:pauline.hopper@sunderland.gov.uk) or telephone 0191 561 7912, who will be happy to answer any questions groups may have.



**COALFIELD AREA COMMITTEE**  
**23 JANUARY 2013**  
**EXECUTIVE SUMMARY SHEET – PART I**

**Title of Report:**

Strategic Initiative Budget (SIB), Community Chest and Healthy Cities Investment Fund (HCIF) - 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 update position on progress in relation to allocating SIB, SIP and Community Chest and presents proposals for further funding requests.

This report denotes an item relating to an executive function

**Description of Decision:****Committee is requested to:**

- Note the financial information set out in sections 2, 3, 4 and 5 and Annex 2
- Approve the following 4 proposals for support from SIB
 

1. Community transport project	£9,321
2. Welfare and benefits advice	£23,166
3. Flatts – looking good	£10,000
4. Environmental improvements	£10,000
- Approve the allocation of £30,000 SIB to deliver local projects which meet the priority ‘Support for older people, vulnerable adults and carers’ outlined in 2.4
- Approve the proposed allotments project outlined in 2.5 (subject to consultation and assessment)
- Approve the change of Lead Agent on the Community Heritage project from City Services to ELCAP and Groundwork on behalf of the VCS Network
- Note the 29 Community Chest approvals from the October, November and January Panel Meetings set out in Annex 3
- Approve the one Community Chest application for Houghton ward based on a majority decision as identified in 5.2

Is the decision consistent with the Budget/Policy Framework?

Yes

**Suggested reason(s) for Decision:**

SIB is a budget delegated to Area Committee in order to commission activity that delivers actions against the key strategic priorities identified in the Coalfield Work Plan. Its main purpose is to benefit the local community and to attract other funding into the area. The Area Committee has a total SIB budget of £236,798 for 2012/13.

The Healthy Cities Investment Fund (HCIF) is a budget made available to Area Committee from the Teaching Primary Care Trust to deliver initiatives to address the main lifestyle causes of cancer and promote awareness of the early signs of cancer. A budget of £31,413 is available for 2012/13

**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:

23 January 2013

## REPORT OF THE CHIEF EXECUTIVE

**Strategic Initiative Budget (SIB), Community Chest and Healthy Cities Investment Fund – Financial Statement and proposals for further allocation of resources****1. Why has it come to Committee**

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 update position on progress in relation to allocating SIB, SIP 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 following the September 2012 meeting.

<b>Project Name</b>	<b>Committee Date</b>	<b>Allocated (not yet assessed)</b>	<b>Approvals</b>	<b>Balance</b>
<b>The allocation for 2012/13 is £236,693, with the under spend of £105 from 2011/12 this totals £236,798</b>				<b>£236,798</b>
Phoenix Project	23.04.12		£4,000	£232,798
Street lighting, the Cove, Shiney Row	21.06.12		£6,600	£226,198
Houghton War Memorial	21.06.12		£10,000	£216,198
Allotments watering project	21.06.12		£3,458	£212,740
Houghton Feast	09.07.12		£15,000	£197,740
Area Events and Celebrations	09.07.12		£7,740	£190,000
<b>Returned to budget:</b> HCA Empty Homes 2012			(£7,529)	£197,529
People's Challenge (Community Challenge phase 2)	19.09.12		£10,000	£187,529
Junior and Holiday Youth Provision	19.09.12		£24,482	£163,047
Allotments Improvement Programme (subject to consultation and appraisal)		19.09.12	£30,000	£133,047
Shop Local (subject to consultation and appraisal)		19.09.12	£20,000	£113,047
<b>Returned to budget:</b> Walking route to Rainton Meadows-			(£20,000)	£133,047
<b>Returned to budget:</b> Houghton Feast 2011			(£113)	£133,160
<b>Balance</b>	-		-	<b>£133,160</b>

2.2 The following projects detailed in **Annex 1** are presented for approval:

1	Community Transport Project	£9,321
2	Welfare and Benefits Advice	£23,166
3	Flatts – Looking Good	£10,000
4	Environmental Improvements	£10,000

2.3 The total of projects listed above is £52,487. Should the projects be approved the balance of SIB funding remaining following allocation would be £80,673.

2.4 The People Board has developed a brief and related process to engage local VCS organisations in the delivery of local projects to reduce social isolation and improve wellbeing. The Board recommend that a budget of £30,000 SIB is made available for the delivery of such projects (which would be subject to application, consultation and assessment). Should this recommendation be approved the balance of SIB funding remaining would be £50,673.

2.5 The Place Board has discussed the development of an allotment improvement project in partnership with Groundwork. All allotment plots deemed 'unlettable' have been identified and those which will bring most benefit to the community have been prioritised for improvement. Work using core budgets has been completed on some sites and a further SIB funded programme of work across a number of sites (Burnside, Fletcher Cres, Girven Tce, Old Store Tce, Hutton Street) will improve and create additional plots for rent by demolishing derelict and unsafe buildings, removing fly tipping, repairing and replacing fencing, clearing/levelling plots and installing access gates. The newly refurbished plots will be offered for rent to those next on the waiting list and will be closely monitored to ensure upkeep and cultivation to a high standard. The proposal is to utilise £30,000 of the SIB budget previously approved by Committee for work on allotment improvements.

2.6 As identified at 3.1 in item 2, the Community Heritage project continues to be delivered via VCS Network partners. There is a remaining £5,000 budget which will be used to deliver a heritage education project as detailed in the previously approved application. It is requested that the Committee agree the change of Lead Agent on this project to ELCAP and Groundwork on behalf of the VCS Network partners (subject to completion of appropriate paperwork and revised action plan).

### 3 **Healthy City Investment Fund: Financial statement and proposals**

3.1 The table below show the position following the September 2012 meeting.

<b>Project Name</b>	<b>Committee Date</b>	<b>Allocated (not yet assessed)</b>	<b>Approvals</b>	<b>Balance</b>
<b>Healthy City Investment Fund (approved to AC to award)</b>	31.03.12			<b>£31,413</b>
Coalfield Healthy Men Partnership	19.09.12		£31,000	£413
<b>Balance</b>			<b>£31,000</b>	<b>£413</b>

### 4 **Strategic Investment Plan (SIP)**

4.1 The table below shows the financial position of SIP following the September 2012 meeting.

Project Name	Committee Date	Allocated (not yet assessed)	SIP Approvals	Balance
<b>Returned to budget:</b> Walking route to Rainton Meadows			<b>(£14,000)</b> Houghton ward	
<b>Returned to budget:</b> Sunderland Road/ High Lane			<b>(£13,221)</b> Copt Hill ward	
<b>Balance</b>	-		-	<b>£27,221</b>

- 4.2 Funding is returned to the Houghton ward SIP due to the project not being taken forward. Funding is returned to the Copt Hill ward SIP due to an underspend on a previously approved project. Members from the relevant wards are requested to agree projects for proposal to the April 2013 Area Committee meeting to avoid loss of funds.

## 5 Community Chest

- 5.1 The table below details the balances remaining following the last meeting in September 2012, and project approvals as detailed in **Annex 3**.

Ward	Budget Remaining	Project Approvals	Balance
Copt Hill	£7915	£4410	£3505
Hetton	£9337	£3088	£6249
Houghton	£8561	£2939	£5622
Shiney Row	£4329	£2633	£1696
<b>Total</b>	<b>£30,142</b>	<b>£13,070</b>	<b>£17,072</b>

- 5.2 An application for the Houghton Fitness and Youth boxing club for £498 to purchase equipment was presented to the Houghton ward panel. However a unanimous decision could not be reached, with two members approving the funding and one member rejecting the application. Therefore, it is presented to Area Committee for a final decision. Should the project be approved the balance for Houghton ward will be £5124.

### Recommendations:

Committee is requested to:

- Note the financial information set out in sections 2, 3, 4 and 5 and Annex 2
- Approve the 4 proposals for support from SIB detailed in Annex 1
- Approve the allocation of £30,000 SIB to deliver projects which meet the priority 'Support for older people, vulnerable adults and carers' outlined in 2.4 above
- Approve the proposed allotments project outlined in 2.5 above (subject to consultation and assessment)
- Approve the change of Lead Agent on the Community Heritage project from City Services to ELCAP and Groundwork on behalf of the VCS Network
- Note the 29 Community Chest approvals from the October, November and January Panel Meetings set out in Annex 3
- Approve the one Community Chest application for Houghton ward based on a majority decision as identified in 5.2 above

**Contact Officer:** Pauline Hopper, Coalfield Area Officer  
561 7912, [pauline.hopper@sunderland.gov.uk](mailto:pauline.hopper@sunderland.gov.uk)

**Annex 1** SIB Applications  
**Annex 2** SIB budget and balance for each priority  
**Annex 3** Community Chest approvals

### Summary of SIB Funding Applications

#### **SIB Project 1 – Community Transport – ELCAP, Easington Lane**

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£9,321	£0	£9,321

##### **The Project**

The main purpose of this project is to provide an additional part time driver to the existing successful community transport project. There is a growing demand for the service, and over the past six months more older people are requesting the support mainly from the Shoppa Bus that runs twice weekly on Thursday and Friday covering all wards within the Coalfields. With additional funding for a part time driver the project can provide four extra journeys a week (72 additional passengers). Other partners will be able to signpost to the service ensuring a more joined up approach to supporting older/vulnerable people.

Over the past six months the project has noted a vast change in the request for services with the demand from older people increased by 50%. The project carried out a survey in October 2012 which proved that the emerging need was to address the social isolation of older residents. Some of the quotes from the survey read " Ron the driver is the only person I see in a week" "I rely on this bus it has helped me make new friends since my husband died last year after 50 years, I had not been out of the house for eight weeks now I watch for the bus and my friends every Thursday" I use both local shops and enjoy the longer journeys when we go along the coast to Morrisons we get to stay out longer " " I have joined other social groups since meeting new people on the bus I have not been to a Christmas Party for 13 years till this year Ian the driver told me about the group I go every week now" By appointing an additional part time driver provision can be increased and work with more partners to ensure a joined up approach. The purpose will be to see more older people taking part and enjoying positive experiences. Social isolation will be reduced by having good information about what other partners can provide this can be in various formats and displays demonstrating good communication. Customers pay £2.50 per journey which contributes to the sustainability of the project.

**Recommendation: Approve**

#### **SIB Project 2 – Welfare and Benefits Advice Project ShARP, Shiney Row**

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£23,166	£0	£23,166

##### **The Project**

The service will provide information and advice on welfare benefits, housing, debt and employment and will also link clients into other complementary services such as energy advice and volunteering opportunities helping people to maximise their income and ensuring they receive the benefits they are entitled to. Offering a mix of drop-in sessions, telephone advice service, appointments at ShARP and ELCAP and home appointments where appropriate.

The project will provide information on self help tools, access to training and will also refer into other agencies to make the most of the provision that is being delivered in the area. ShARP can bring added value by providing access to other services which complement the Advice Service, such as energy advice and access to volunteering. The funding will pay for advice workers, administration staff and support costs to allow the service to take place.

The project will support 400 older and/or vulnerable people through the course of the year including:

- People experiencing financial hardship
- People with debt issues

- People with housing issues
- People with employment issues
- People needing welfare benefits advice and guidance including help with DLA and ESA
- Retired people

The project will monitor the numbers of people who access the centre. Registration includes collecting data on age, gender, disabilities (mental and physical), health (where applicable), and their needs for example their housing circumstances, homelessness, benefits entitlements, training wishes, employment support and childcare needs. The evidence collected will be used to develop the services that are offered to the community.

Achievements will be measured by:

- The numbers of people accessing the service
  - The numbers of new users accessing the service
  - The number of people who access new services in the centre
  - The number of people guided into 'self help' materials
  - The number of partners who we refer clients to and the number of partners who deliver services in the centre
  - The numbers of people whose financial situation is improved
  - The numbers of people accessing energy advice
- Recommendation: Approve subject to close monitoring of performance by Area Officer to ensure no duplication with commissioned First Tier Welfare Rights service**

### **SIB Project 3 – Flatts - Looking Good, SNCBC**

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£14,800	£4,800	£10,000

#### **The Project**

The project will carry out improvements to the exterior of the Easington Lane Flatts youth centre building (roof and gutter repair, replacement of damaged window and door, exterior painting) including groundwork and environmental works (major pruning of trees, bushes, installation of tarmac, reinstatement of grassed areas and planting of bulbs, flowers etc) SNCBC will lead on this partnership project which will provide much needed improvements to the centre which is currently dedicated to providing activities for young people. SNCBC will take on the lease of the building and in partnership with other local organisations provide a wider range of activities. Young people are involved in the development and design of the works. Partners include Police, Gentoo, Groundwork, SNCBC, RLS, ELCAP.

**Recommendation: Approve**

### **SIB Project 4 – Environmental improvement plan, Street Scene**

<b>Total cost of Project</b>	<b>Total Match Funding</b>	<b>Total SIB requested</b>
£10,000	£0	£10,000

#### **The Project**

The project will build upon the work to date under the 'Neglected Land' priority. The project will identify and improve priority sites in Council ownership which are not part of the core maintenance programme and would benefit the surrounding neighbourhood and its residents if small scale clean up programmes were carried out. There are a total of 24 Council owned sites currently identified as 'neglected', this project will carry out improvements such as strimming, reinstating grass and creating barriers to prevent further reoccurrence of fly tipping and to be able to maintain the sites to acceptable levels of cleanliness. The sites will be prioritised by the Lead Agent and the Place Board. Ward members will be kept informed of progress and performance.

**Recommendation: Approve**

		Total Budget £20,000		
Priority	Project	Approval Date	Amount Approved	Balance
<b>Shopping Centres</b>				
Remaining balance			£0	<b>£20,000</b>

		Total Budget £65,665		
Priority	Project	Approval Date	Amount Approved	Balance
<b>Allotments</b>	Environmental Improvements to Burnside	21.09.2011	£3,382	£62,283
	Coalfield Community Challenge	23.11.2011	£5,000	£57,283
Remaining balance			£8,382	<b>£57,283</b>

		Total Budget £30,000		
Priority	Project	Approval Date	Amount Approved	Balance
<b>Neglected Land</b>				£30,000
	Improvements to Collingwood Drive	25.04.2012	£4,880	£25,120
Remaining balance			£4,880	<b>£25,120</b>

## COMMUNITY CHEST 2012/2013 COALFIELD AREA - PROJECTS APPROVED

Ward	Project	Amount	Allocation 2012/2013	Balance at Sept 2012	Project approvals	Balance Remaining
<b>Copt Hill</b>	Bethany Christian Centre Toddlers/Youth Café Purchase New Water Boiler & LED TV for Youth Café	£502				
	1st Newbottle Brownies Purchase musical instruments, telescope and night watcher goggles for Brownies	£498				
	Houghton Archers Start up costs for Archery Club	£500				
	Hetton Downs Centre Catering and entertainment for Christmas party 20th Dec 2012 for 32 people	£472				
	Houghton Brass Band Coach hire for Mineworkers Brass Band Fest 18th-20th Jan 2013	£238				
	Houghton Racecourse Community Association Bowls Club Transport costs for bowls club	£600				
	St Matthews Youth & Community Centre New kitchen equipment for rainbows, brownies and lunch club	£1000				
	Hetton Le Hole Nursery School Purchase of outdoor waterproof equipment	£600				
	<b>Total</b>	<b>£4410</b>	<b>£12581</b>	<b>£7915</b>	<b>£4410</b>	<b>£3505</b>
Ward	Project	Amount	Allocation 2012/2013	Balance at Sept 2012	Project approvals	Balance Remaining
<b>Hetton</b>	36 (Hetton le Hole) Squadron ATC Room hire, buffet & refreshments for community open evening and awards ceremony for 36 Squadron ATC	£570				
	Easington Lane Volunteers Contribution towards Christmas activities	£300				
	Elemore Boys FC Contribution for hire of astro turf	£480				



	Houghton Brass Band Coach hire for Mineworkers Brass Band Festival 18th-20th Jan 2013	£238				
	Hetton Lyons Junior Cricket Academy Facilities hire, equipment and coach hire/fees	£500				
	Hetton Primary School Pantomime trip for school including transport	£400				
	Hetton Le Hole Nursery School Purchase of outdoor waterproof equipment	£600				
	Total	<b>£3088</b>	<b>£13790</b>	<b>£9337</b>	<b>£3088</b>	<b>£6249</b>
<b>Ward</b>	<b>Project</b>	<b>Amount</b>	<b>Allocation 2012/2013</b>	<b>Balance at Sept 2012</b>	<b>Project approvals</b>	<b>Balance Remaining</b>
<b>Houghton</b>	Bethany Christian Centre Toddlers/Youth Café Purchase New Water Boiler & LED TV for Youth Café	£502				
	1st Newbottle Brownies Purchase new laptop, printer and 3 Nikon Coolpix cameras for Brownies to use	£499				
	Houghton Archers Start up costs for Archery Club	£500				
	St Matthews Christmas Tree Festival Christmas tree festival -trees, lights, electrical ring main, publicity and hospitality	£500				
	Houghton Brass Band Coach hire for Mineworkers Brass Band Fest 18th-20th Jan 2013	£238				
	St Johns Methodist Church Pantomime December 22nd and transport -Sleeping Beauty	£200				
	Burnside Primary School Theatre company to perform in school-2 showings	£500				
	Houghton Fitness and Youth Boxing Club (Deferred to AC)					
	Total	<b>£2939</b>	<b>£16427</b>	<b>£8561</b>	<b>£2939</b>	<b>£5622</b>

Ward	Project	Amount	Allocation 2012/2013	Balance at Sept 2012	Project approvals	Balance Remaining
Shiney Row	City Services To provide PA system for Shiney Row Remembrance Parade on 11 November 2012	£150				
	Herrington Blues Football Club Purchase new socks, shorts & tops and match balls	£450				
	All Saints and Penshaw Luncheon Club Christmas lunch and entertainment	£400				
	Houghton Brass Band Coach hire for Mineworkers Brass Band Festival 18th-20th Jan 2013	£238				
	Monument View Supply and fit drainage water to outside classroom	£500				
	St Aidans Community Group Opening event for Annexe inc. catering, entertainment and projector /sound system	£500				
	Sunderland City Council Installation of street name signs at Boundary House	£395				
	Total	<b>£2633</b>	<b>£10499</b>	<b>£4329</b>	<b>£2633</b>	<b>£1696</b>
<b>Totals</b>		£13,070	£53,297	£30,142	£13,070	£17,072

## COALFIELD AREA COMMITTEE

23 January 2013

### REPORT OF THE EXECUTIVE DIRECTOR OF HEALTH HOUSING AND ADULT SERVICES AND HEAD OF STRATEGY, POLICY AND PERFORMANCE

#### Sunderland Health & Wellbeing Strategy

#### 1. Purpose of the Report

To update the Area Committees on the development of the Health and Wellbeing Strategy.

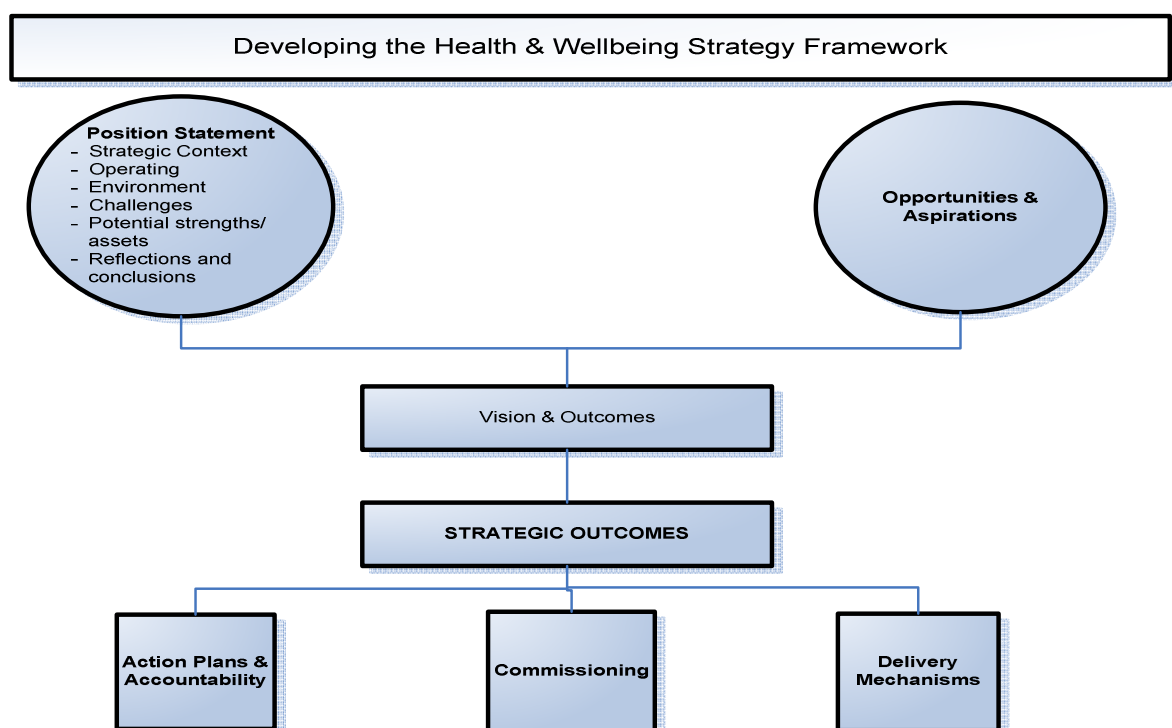
#### 2. Background

- 2.1 The Health and Social Care Act gives the local authority responsibility for 5 key areas of development –
  - To establish a Health and Wellbeing Board
  - To complete a Joint Strategic Needs Assessment
  - To produce a Joint Health and Wellbeing Strategy
  - To set up a local Health Watch
  - To transition public health responsibilities.
- 2.2 The Health and Wellbeing Strategy must be completed by March 2013 and be produced jointly with the local Clinical Commissioning Group. It is a high-level strategy that spans the NHS, social care, and public health areas and takes into consideration the wider health determinants of health such as housing and child and community poverty.
- 2.3 Similarly mandated by the Health and Social Care Act as part of their authorisation process, the Clinical Commissioning Group have produced their Clear and Credible Plan. Where appropriate both the strategy and plan are aligned to ensure clarity of vision across the system, recognising that the two plans have their distinct place and role to fulfil.
- 2.4 Faced with reducing public resources and increasing demand and expectations many current delivery methods are recognised as no longer appropriate. The development of the Health and Wellbeing Strategy also comes in the context of large scale change to the way public services are being delivered and in an environment of reducing resources. Although a challenge, the changing environment also offers an opportunity to fundamentally review and improve the way agencies work with residents and communities in the future. At the same time, there is also growing recognition of existing but often untapped assets and potential within communities that can enhance and complement the public sector's offering.
- 2.5 Consideration will need to be given to our relationship with communities and how services can be delivered in the future to make best use of all resources in order to achieve better outcomes. Ultimately we want to enable and support individuals, families and communities in Sunderland to make the transition to greater strength and independence, with less reliance on the public sector in the longer term. This involves being responsive not only to local needs but also to community strengths and exploring how these can be better harnessed to help address local needs. By building on and utilising the resources and energy of our communities, we can support people to take greater control of their lives and enable outcomes that matter to them, their families and communities.

### 3. Current Situation

- 3.1 In order to meet the challenges outlined above, the Health and Wellbeing Strategy has been developed to take a whole systems and an assets based approach to the improvement of health and wellbeing in Sunderland. The Strategic Objectives that have been set in the strategy are ambitious and challenging and to achieve them will require a considerable change in the way that services are developed, delivered and specifically how we engage with our communities to empower them to take control over the decisions affecting their health and wellbeing.
- 3.2 This strategy sits alongside other strategic approaches within the City including the Community Leadership programme, the Community Resilience Plan and the strengthening families approach.
- 3.3 The broad process for developing the strategy is highlighted in Figure 1 below:

**Figure 1**



- 3.4 A working group has been established to oversee the drafting and editing of the strategy. Membership is open to interested parties and currently includes representatives from the local authority, PCT, Clinical Commissioning Group, acute and foundations trusts and Sunderland University. It is chaired by the local authority's Executive Director for Health Housing and Adult Services.
- 3.5 The Health and Wellbeing Board is committed to broadly engaging a wide range of partners in the development of the Health and Wellbeing Strategy and as such has developed a full engagement and consultation programme. Each element of the process was the focus of an open engagement event held bi-monthly throughout 2012. Attendance at each event ranged from 45 – 95 participants from residents, local support groups, elected members, health practitioners, GPs and public and health sector staff.

- 3.6 The Strategy (attached as Appendix 1) aims to describe the three main components of an assets based approach to health and wellbeing namely:
- **Design Principles** – those ways of working which must underpin all commissioning decisions and ultimately ways of working for which the Board holds responsibility – including consideration of the Clinical Commissioning Group's commissioning plans
  - **Assets** – the core assets which can be built upon in Sunderland to impact on the health and wellbeing of residents
  - **Strategic Objectives** – the ultimate goals of the strategy which will focus the development of high level actions and commissioning plans that will follow.

#### 4. **Partner Approval**

- 4.1 To develop the broad acceptance of the strategy further into formal approval, the headline strategy (Appendix 1) is being taken to the Boards and management organisations of partners throughout the whole health and social care system including the members of the Children's Trust, Adults Partnership Board and Sunderland Partnership. This is to ensure that there is high level support and understanding for the strategy throughout the system; this will encourage the transition from strategic planning into delivery and performance management.

#### 5. **Forward Plan**

To take forward the initial strategy, there are four further stages that need to be completed:

##### 5.1. Developing the Strategic Objectives into Actions

Taken from the membership of the Health and Wellbeing Strategy sub group, lead officers have been allocated to each of the Strategic Objectives. With support from the Council's Strategy, Policy & Performance Management service, they have been responsible for bringing together partners to shape activity which will achieve the Strategic Objectives and highlight how we will know that these objectives have been achieved.

##### 5.2. Consulting on the strategy and actions

As the strategy has been developed through a year long process of open engagement events including representatives from the voluntary and community sectors, providers and public sector officers and members, it is evident that there is a broad understanding and acceptance of the content of the strategy. As such it is not proposed that the final draft strategy be open for the 3 month consultation window that is recommended through the Sunderland Compact.

It is, however, important that a more inclusive range of partners are given the opportunity to comment on the strategy. Therefore a further engagement event and a programme of engagement sessions with different groups was held in December – including, but not limited to, the Sunderland Partnership equality forums, the Children's Trust Young People Advisory Network, and GP patient participation groups.

##### 5.3. Formal approval

Following the consultation process detailed above, the Strategy needs to be formally approved by the end of March 2013. As the Health and Wellbeing Board at this stage will not be a formal committee of the Council, the Board will need to

ratify the Strategy and Action Plan before it is taken to Council Cabinet for formal approval. It is proposed that the Health and Wellbeing Board on the 25<sup>th</sup> January 2013 receives the final draft strategy and action plan and subject to approval this is taken to Cabinet on the 13<sup>th</sup> February 2013. This will bring the Strategy to the 17<sup>th</sup> January Scrutiny Committee for discussion. It is also anticipated that the Strategy will be taken to the Board of the Clinical Commissioning Group for approval.

#### 5.4. Ongoing Ownership

Each of the strategies Strategic Objectives have also been allocated 2 sponsors – these are senior representatives, one of whom is a Health and Wellbeing Board member and including Cabinet level elected members. Their role, with the support of the lead officer is to lead the delivery of the objective through appropriate partnership working. It is also the role of the sponsor to report to the Health and Wellbeing Board for the achievement of progress against their Strategic Objective.

### 6. Recommendations

The Committee is recommended to:

- Provide comments on the strategy for the purposes of consultation.
- Note the approval process and timescales

## Appendix 1

# SUNDERLAND'S JOINT HEALTH AND WELLBEING STRATEGY

## VISION

The vision for is to have the:

### **Best Possible Health and Wellbeing for Sunderland**

**....by which we mean a City where everyone is as healthy as they can be, people live longer, enjoy a good standard of wellbeing and we see a reduction in health inequalities.**

Faced with reducing public resources and increasing demand and expectations many current ways of delivering services are recognised as no longer appropriate. Large scale changes to the way public services are being delivered are well under way. Although challenging, the changing environment offers an opportunity to fundamentally review and improve the way agencies will work with residents and communities in the future. There is also growing recognition of existing but often untapped assets and potential within communities that can enhance and complement the public sector's offering.

Consideration will need to be given to relationships between agencies and the communities they serve and how services can be delivered in the future to make best use of all resources in order to achieve better health and wellbeing outcomes. Ultimately we want to enable and support individuals, families and communities in Sunderland to enjoy much better health and wellbeing, with less reliance on the public sector in the longer term. This involves being responsive not only to local needs but also to community strengths and exploring how these can be better harnessed to help address local needs. By building on and utilising the resources and energy of our communities, we can support people to take greater control of their lives to bring about better health and wellbeing outcomes that matter to them, their families and communities.

The Health and Wellbeing Strategy, Community Resilience Plan and the Strengthening Families approach are together aiming to achieve the transition to a new way of working and at the same time achieve improved outcomes for the people of Sunderland.

## DESIGN PRINCIPLES

We have established a set of design principles that will underpin our new approach to health and wellbeing and upon which action planning and ultimately commissioning throughout the health and social care system will be built. These design principles are:

- **Strengthening community assets**

Empowering individuals, families and communities, increasing their capacity and involving them in co-producing services. This will enable residents to mobilise and build on existing community strengths and potential to help them address their own, their family's and their community's needs. This asset-based approach does not ignore needs – instead, it distinguishes between those needs that can best be met by families and friends, those best met by communities working in partnership with public services, and those that can only be met by public sector providers.

- **Prevention**

Using local intelligence and experience to identify risks to health and wellbeing effectively and to work within communities to prevent people developing problems

- **Early intervention – actively seeking to identify and tackle issues before they get worse**

We know that early intervention with children, young people and adults can reduce more complex health issues in the longer term. Identifying and tackling issues at an early stage can prevent them escalating into more problematic and complex needs.

- **Equity – providing access to excellent services dependent on need and preferences, that are also based on evaluated models and quality standards**

The conditions in which people are born, grow, live, work and age are responsible for the (avoidable) differences in peoples health. Equity in health means everyone being able to achieve their full health potential regardless of their personal circumstances. To achieve this there needs to be fair distribution of resources and opportunities for health as well as fairness in the support offered to people when they are ill.

Health inequalities exist within Sunderland itself, and between Sunderland and England. These health inequalities are often related to obesity, alcohol related diseases and smoking rates. We know that we have particular communities where these health inequalities are most evident and we need to address this.

- **Promoting independence and self care – enabling individuals to make effective choices for themselves and their families**

The increasing emphasis on personalisation of services and of individual health and care budgets means that we must focus on creating alternative types of services that can be sustained within the community. We will continue to support our most vulnerable individuals, families and communities. Wherever possible and appropriate, our interventions will enable and re-able people to function effectively without the need for recurring agency support.

- **Joint Working – shaping and managing cost effective interventions through integrated services**

Working together to make best use of our strengths and assets so that we can provide flexible and tailored services that respond to local conditions and focus on what matters to residents to achieve more for our communities.

- **Address the factors that have a wider impact on health – education, housing, employment, environment, and address these proportionately across the social gradient**

Differences in people's health result from differences in the opportunities that people are able to take advantage of during their lives. Action on the wider impacts of health requires action across all the social determinants of health. A government commissioned independent review of health inequalities identified a number of social determinants which increase inequalities in life expectancy across the life course. The review identifies six key objectives to reduce health inequalities caused by these determinants. These are:

- Give every child the best start in life



- Enable all children, young people and adults to maximize their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure healthy standard of living for all
- Ill health prevention
- Create and develop healthy and sustainable places and communities.

To see a sustainable improvement in life expectancy for all of the population, including a reduction in inequalities, the wider determinants of health need to be addressed – this includes a major focus on achieving the best start in life to break the cycle of health inequalities.

- **Lifecourse – ensuring appropriate action throughout an individual’s life with a focus on early years and families**

Intervention and support should be available throughout our lives, recognising that triggers for crisis can occur at different points in people’s lives (particularly at key transition points). It is important that we set in place the foundations in early years and encourage families to play a strong role in developing their own resilience.

## ASSETS

There are community and individual assets that we share and that need to be developed, nurtured and supported including:

- the practical skills, capacity and knowledge of local residents
- the passions and interests of local residents that give them energy for change
- the networks and connections – known as ‘social capital’ – in a community, including friendships and neighbourliness
- the effectiveness of local community and voluntary associations
- the resources of public, private and third sector organisations that are available to support a community.

There are interdependencies between these and a number of strategic assets which come together to make Sunderland unique – these should be built on where they exist and be improved and developed where they are weaker or missing. These are:

- **Strong and stable family and community relationships**

Sunderland is characterised by low movement of people – families and communities are relatively stable and as such there is potential to use local informal support networks to promote healthier choices and healthy lifestyles

- **The coast and countryside and a passion for sport and activity**

Sunderland has an attractive coast and easy-to-reach countryside and urban green spaces that provide opportunities for promoting an active lifestyle. The city’s passion for sport and exercise should be nurtured and developed to ensure broader involvement with more wide reaching health impacts.

- **Potential for Sunderland’s employers to offer swift access to a large proportion of the workforce and understanding of different communities**

The economy in Sunderland is characterised by a small number of large employers employing the majority of the workforce. By developing relationships with these employers we can tap into

their understanding of the communities in which they operate and the people they employ to promote healthy workplaces and healthy lifestyles.

- **A vast number of contacts with residents through daily provision of a wide range of services**

Sunderland's many organisations and support groups are in touch with residents across the whole range of service delivery. Hard-wiring health improvement into these day-to-day contacts will reinforce and bring support to those people who need it so that every contact is a health contact.

- **At the leading edge of putting new technology to work in the public interest**

Sunderland is at the leading edge of using new technologies and making sure that the whole city can make best use of this resource. There exists great potential to use new technologies to enable people to take more control over their own health and wellbeing through technological solutions and by improving information sharing.

- **A huge variety of local organisations, partnerships and networks with a strong track record of effective delivery**

We are starting from a strong position whereby there has been a long history of joint working to deliver real changes. We will build on this to ensure that the achievement of better health outcomes involves individuals, communities and providers..

The following Strategic Objectives describe how we will achieve our vision for health and wellbeing. Detailed action plans will be developed for each. Each strategic objective utilises one or more of the assets and applies all of the design principles.

## **STRATEGIC OBJECTIVES**

### **1. Promoting understanding between communities and organisations**

- **Communities being able to understand what they can expect of service providers and what other organisations can offer**
- **Making best use of local intelligence to identify emerging risks to health and wellbeing**
- **Harnessing individuals, communities and service providers views to inform and challenge provision**
- **Understanding the strengths and diversity of our communities and reflecting this in our commissioning**

If the health of local people is to improve then we must all pull together and play our part. Relationships between agencies and local people, including patients and service users, need to be much more dynamic and enable local people to have a much greater influence on which services are provided, as well as how and when they are provided. Equally, individuals and communities need to develop an understanding of the strengths that they have and can draw upon collectively, enabling them to take control of their own health.

If we do these things then we will all have a much better understanding of our own health needs and how best we can address these, either through our own endeavours or with the help of others if we need it. This will give us confidence in ourselves and in the services that we rely upon in times of need.

## **2. Ensuring that children and young people have the best start in life**

- **Encouraging parents and carers of children to access early years opportunities**
- **Supporting children and families throughout the whole of a child's journey, including the transition into adulthood**

Many of us understand and acknowledge the influence (directly and indirectly) that families and schools have on the development and life chances of children and young people. These two important factors can have a huge impact upon the health, education and future employment opportunities of a child or young person.

To ensure a positive future for our children and young people there needs to be effective joint working across agencies to encourage individuals and families to achieve their full potential by addressing their physical and emotional health issues. Schools in particular are in a position where they are able to support the physical and emotional development of their pupils and their immediate family.

## **3. Supporting and motivating everyone to take responsibility for their health and that of others**

- **Encouraging people to take the first steps towards healthy lifestyles**
- **Making healthy lifestyle choices easy**
- **Promoting and sustaining interest in healthy lifestyle options**
- **Raising self-esteem, confidence and emotional health and wellbeing**

The most powerful influences upon how we behave come from our family and friends. They shape our knowledge, perspectives, experiences and preferences and as a consequence can either encourage or discourage us to lead a healthy lifestyle. It is important that we realise this affect on ourselves as well as the effect we can have on those around us. However there are also a range of options open to agencies that can help to make a healthy lifestyle an easy option, for example this can be through health education, provision within schools, mentoring programmes, as well as providing easy access to the city's natural assets such as open and green spaces. Our agencies also need to consider how they can encourage and sustain people's interest in a healthy lifestyle through local and national events, cultural activities, and through Sunderland's major employers.

## **4. Supporting everyone to contribute**

- **Work together to get people fit for work**
- **Understanding the health barriers to employment and training, and supporting people to overcome them**
- **Actively working with local businesses to ensure a healthy workforce**
- **Supporting those who don't work to contribute in other ways**

Those of us that find ourselves unemployed will realise already the detrimental affect this can have on our health, indeed it is known that poorer health can be found amongst those who are unemployed for longest. The effects of poor health can be divided into the short-term (resulting from the immediate impact of unemployment) and the long-term more complex health impacts that can develop. The potential health and wellbeing impacts of unemployment are:

- Distress, anxiety and depression that may also impact upon other family members
- Worsening health behaviours in the form of increased smoking, increased alcohol consumption and a decrease in exercise.
- Financial problems that can reduce living standards, increase the likelihood of social isolation and lower self-esteem.

So it is important that agencies work together to build confidence and motivation and provide pathways into training and employment. But we must also work with employers so that they understand how the policies they implement can have a significant effect on both the health of their employees and their employee's families. Good health in this environment can be promoted through healthier working conditions and more flexible employment.

For those of us not in work there will be the opportunity to contribute to those communities that can benefit from our skills and talents. This will enable us to improve the lives of those around us and enable us to build community pride through a variety of volunteer roles.

## **5. Supporting people with long-term conditions and their carers:**

- **Supporting self-management of long-term conditions**
- **Providing excellent integrated services to support those with long-term conditions and their carers**
- **Support a good death for everyone**

We realise that those people with long term conditions can be experts in their own care because they understand better than anyone the problems they encounter on a daily basis. Our agencies need to reflect on how they can work together and redesign their service provision in order to incorporate the preferences of patients and service users, as well as self-management of their condition where this is possible. We will ensure that this approach incorporates a range of services that are reliable, consistent and maximise the quality of life for those people with long-term conditions as well as their families and carers.

## **6. Supporting individuals and their families to recover from ill-health and crisis:**

- **Supporting individuals and families to have emotional resilience and control over their life**
- **Providing excellent integrated services to support people to recover from ill health and crisis**
- **Winning the trust of individuals and families who require support**

Any of us may find ourselves in need of support in a crisis situation. This may result from ill health or injury where we are suddenly unable to undertake everyday tasks, or where our main carer's own health and ability to carry on caring has suddenly broken down. Where this is the case our agencies will identify the best service pathways that will facilitate rehabilitation by working together through a mixture of appropriate integrated services.