

At a meeting of the WEST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on THURSDAY, 24TH FEBRUARY, 2010 at 5.30 p.m.

Present:-

Councillor D. Forbes in the Chair

Councillors Allan, M. Dixon, P. Gibson, Gofton, Oliver, J.B. Scott, Tye, P. Watson, S. Watson, A. Wilson, A. Wright and T. Wright

Also Present:-

Keith Beardmore	Area Lead Executive	Sunderland City Council
Les Clarke	Head of Street Scene	Sunderland City Council
Jodie Collins	Employee Communications Officer	Sunderland City Council
Angela Cousins	Partnership Manager	Sunderland City Council
Stephen Dodds	Bus Service Manager	Nexus
Kevin Douglas	Media Officer	Sunderland City Council
Tobyn Hughes	Director of Strategy	Nexus
Peter Iveson		Tyne and Wear Fire and Rescue Service
Norma Johnston	Assistant Head of Environmental Services	Sunderland City Council
Bill Leach		West Area Voluntary Sector Network
Dave Leonard	Area Co-ordinator	Sunderland City Council
Rob Mills	Partnership Development Manager	Nexus
Sandra Mitchell	Head of Performance Improvement and Policy	Sunderland City Council
Anne Morrison		West Area Voluntary Sector Network
David Noon	Senior Democratic Services Officer	Sunderland City Council
Helen Peverley	Project and Service Development Manager	Sunderland City Council
Janet Snaith	Head of City Business and Investment Team	Sunderland City Council
Phil Spooner	Programme Manager	Sunderland City Council

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Allan, Arnott, Morrissey, Old and P. Smith and also on behalf of Lisa Theaker, Cheryl Warcup, Lucy Malarkey and Edna Rochester.

Change in the Order of Business – Item 7(iii) Financial Statement and Funding Requests – Community Leaders of the Future

The Chairman advised that in order to facilitate a smooth transaction of business he intended to withdraw the above item from the agenda for this meeting of the Committee as the number of Members indicating they would need to declare personal and prejudicial interests would result in the meeting becoming inquorate.

Minutes of the Last Meeting of the Committee held on 4th February, 2010

Councillor Tye having advised that comments he'd made in respect of the XL Youth Villages had not been recorded it was:-

1. RESOLVED that the minutes of the last meeting of the Committee held on 4th February, 2010 be confirmed and signed as a correct record.

Declarations of Interest

Item 7(ii) Statements and Funding Requests – Community Chest

Councillor Tye declared a personal and prejudicial interest in the item as Chairman of the Youth All Mighty Project.

Councillor S. Watson declared a personal and prejudicial interest as a Council appointed member of Pennywell CA.

Councillor Gofton declared a personal and prejudicial interest as a member of St. Lukes Neighbourhood Trust and Pallion Neighbourhood Improvement Group.

All three Members left the meeting while the items were considered.

Questions to Area Committee

David Noon, Senior Democratic Services officer, having advised Members that no questions had been submitted for consideration by the Area Committee it was:-

2. RESOLVED that the information be received and noted.

West Area: A Prosperous Area Summary

The Chief Executive submitted a report (copy circulated) which highlighted the following 'Prosperous Area' priorities previously identified by the Committee, key issues and their background, current activity delivered day to day by services, identified gaps in services together with options and proposals:-

- i) Provide comprehensive support in order to increase employment opportunities.
- ii) Provide access to educational activities for all adults.
- iii) Focus on community based informal learning.
- iv) Develop an holistic approach to raising the skills and aspirations of adults in relation to employability.
- v) Promote social inclusion engagement and well being to encourage participation in employment training.
- vi) Ensure a strong economic infrastructure.

Dave Leonard, Area Co-ordinator, presented the item and introduced Janet Snaith, Head of City Business and Investment Team, who complimented the report with a comprehensive Powerpoint presentation detailing work being undertaken by the Council and partners to support the Committee's priorities with regard to its prosperous theme.

(For copy report – see original minutes).

In response to an enquiry from Councillor Gibson as to how local people would be made aware that talent scouts would be operating in their neighbourhood, Ms. Snaith advised that the scheme was being implemented via the 'Just the Job' organisation. Publicity in the form of posters, flyers and leaflets would be available in all civic buildings and community centres plus doctors' surgeries and the like.

Information was also available via the Council's website and adverts would be placed in the local press.

Councillor T. Wright welcomed that it appeared that partnership working was becoming more joined up. He expressed concern, however, that the full range of City of Sunderland College courses could not be accessed locally. For example, he advised that over a 40 year period he had undertaken and enjoyed a variety of courses at Swan Street, however, upon trying to access the European Computer Driving Licence he was advised that he would have to go to Shiney Row or Red House.

In addition Councillor T. Wright asked for clarification regarding the difference in rents between the downstairs and upstairs units at Pennywell Business Centre. Ms. Snaith advised that the matter was not within her purview and was the responsibility of Land and Property. She believed, however, that this would be because the upstairs office accommodation would be provided to a higher standard in terms of equipment etc. than the more basic workshop accommodation provided downstairs.

There being no further questions for Ms. Snaith, the Chairman thanked her for her presentation, and it was:-

3. RESOLVED that the report and presentation be received and noted and that the following actions as identified in the report and its annexes be endorsed:-

- receive regular updates on measures to increase employment opportunities;
- review of learning provision;
- identify and support new learning providers;
- continue the development of an holistic approach to raising aspirations;
- promote more the development of more Voluntary and Community Sector learning providers;
- support long term grass roots employability services and community based first rung learning opportunities.
- results from the 'Visible Workspace' project to be provided, once available.
- Sunderland arc to provide progress reports/further information to Area Committee regarding current and future activities when available.

Thematic Feedback Report – West Area Action Plans

The Chief Executive submitted a report (copy circulated) which provided the Committee with an opportunity to discuss feedback on actions taken to date with regard to its priorities in relation to its Safe, Attractive and Inclusive and Learning Action Plans.

(For copy report – see original minutes).

Dave Leonard, Area Co-ordinator, presented the report and advised that he would endeavour to answer any comments or questions that Members may have.

Councillor Gibson welcomed that the Youth Provision Performance Indicator was currently green but asked whether more detailed information was available with regard to the recent Citywide letting of contracts as part of the Youth Provision Commissioning process. Mr. Leonard advised that he would try to ensure that this information was circulated to Members.

Councillors P. Watson and Gofton expressed a degree of concern regarding the choice of performance measure in relation to some of the stated

objectives. Councillor Watson in particular cited the difficulty in relation to measuring the raising of the aspirations of children and young people. Councillor Gofton stated that many of the performance indicators were currently crude and failed to measure the objective. There was a need for greater sophistication in this regard.

She stated, however, that Members were able to be critical because the report was beautifully written and presented, enabling Members to easily read, access and understand the information provided. She thanked Mr. Leonard and his Team in this regard.

Councillor Tye referred to measures to target underage drinking and the proposal to submit a report to the Committee's March meeting. He advised that no-one had spoken to him about the issue and advised that Silksworth still had a huge number of problems concerning this matter.

With regard to the objective of 'raising aspirations of children/young people and the families', Councillor T. Wright referred to the performance measure (% of population aged 16-64 who have no qualifications) and asked who supplied the information provided. Mr. Leonard advised that he would find out for Councillor Wright.

4. RESOLVED that the updates, activities and actions in respect of the Safe, Attractive and Inclusive and Learning Area Action Plans as detailed in the report be received and noted.

Financial Statement and Funding Requests

The Chief Executive submitted a report (copy circulated) in respect of the above matter which sought Committee approval for the following recommendations:-

- (i) to approve 25 proposals for funding from the Community Chest;
- (ii) to approve the following proposal for SIB funding:-
 - Community Leaders of the future;
- (iii) to note the financial statement for Area Committee funding for 2009/10;
- (iv) that consideration be given to Citywide Community Chest applications at the final meeting of each municipal year;
- (v) the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events.

(For copy report – see original minutes).

Members having noted that the Chairman had withdrawn the item in respect of the Community Leaders of the future, Councillor Gibson moved that an extra £500 be awarded to the Youth Almighty Project making a total grant of £1,200. This was agreed accordingly.

5. RESOLVED that:-

- i) the financial statement for 2009/10 be received and noted;
- ii) approval be given to all 25 proposals recommended for support from the 2009/10 budget as detailed in Annex 1 of the report, as amended;
- iii) consideration be given to Citywide Community Chest applications at the final meeting of each year; and
- iv) approval be given to the use of SIB funding to meet the infrastructure costs of managing events and processions on the highway at an area level, in view of the statutory changes made in the safety management of such events.

Responsive Local Services

The Executive Director of City Services and Chief Executive submitted a report (copy circulated) which presented the Committee with current standards for the services currently being provided as part of the Responsive Local Services Project.

(For copy report – see original minutes).

Les Clarke, Head of Street Scene, presented the report highlighting in particular the service performance data for the period November 2009 to January 2010, the review of the City Services Street Scene Division, the communication of Responsive Local Services, enforcement activity and work undertaken with partners.

To compliment the report, Mr. Clarke provided Members with a Powerpoint presentation highlighting the usefulness of the GIS visual mapping tool in relation to service performance analysis.

Councillor Gibson advised that he had twice recently driven up Tunstall Hope Road and had been shocked by the amount of litter. He speculated that this could have only been thrown from car windows. He also referred to the number of pot holes and in particular one outside the butchers in Seaham Street, which when traffic splashed through, regularly flooded the shop. Mr. Clarke advised that the schedule of planned maintenance was about to be agreed at the end of March. He would break the schedule down on an area basis and circulate to Members.

Councillor Tye advised that the pot hole on Seaham Street had been caused by a Contractor working on the nearby Extra Care Housing Scheme. He had

been informed by the Contractor that they did not intend to carry out any reinstatement work as they believed this to be the responsibility of the Local Authority.

Councillor Gofton welcomed the Project in relation to land ownership and thanked Mr. Clarke for the ward based information. With regard to the tabled Members' log, she asked if contact details could be provided. Helen Peverley, Project and Service Development Manager, confirmed that this could be added to the log. Councillor Oliver asked if the log could also include litter bins as well as dog waste bins.

Councillor Oliver referred to the good record of the Council in clearing litter from the roads for which it had responsibility but expressed concern that the Highways Agency appeared reluctant to tidy the roads within their purview. He asked if pressure could be brought to bear in this regard.

In conclusion Councillor P. Watson welcomed the report and stated that Mr. Clarke and his Team delivered what was perhaps the Council's most citizen-centric service. The service was massively popular and this was reflected in the complaints log. He offered his congratulations to the staff concerned and asked Mr. Clarke to relate to his Team how much they were valued by the Committee. Councillor Dixon concurred with Councillor Watson's comments.

There being no further questions the Chairman thanked Mr. Clarke and Ms. Peverley for their report, and it was:-

6. RESOLVED that the report be received and noted and that further reports be submitted in due course.

Accessible Bus Network Design Consultation (Local Bus Links)

The Director of Strategy, Nexus, submitted a report (copy circulated) which provided the Committee with details of the proposals for the bus network in West Sunderland in response to the Integrated Transport Authority's new Bus Strategy which aimed to better meet the aspirations of local people.

(For copy report – see original minutes).

Tobyn Hughes, Nexus Director of Strategy, provided Members with a detailed commentary on the report and advised that the overall consultation process in Sunderland was in two stages:-

- Elected Members (February 2010);
- General Public (15th March – 4th June, 2010).

The main public event planned for Sunderland West would be at Sandhill Library on 11th May from 10.30 am – 4.30 pm.

In addition, all materials would be made available from 15th March via the Bus Strategy link on the Nexus website (www.nexus.org.uk), as well as printed copies available from local venues and on request from Nexus.

There would be a questionnaire for feedback also available from 15th March or comments could be emailed directly to bus.strategy@nexus.org.uk or posted to Bus Strategy, Strategy Department at Nexus. The comments and feedback needed to be received by Nexus no later than 4th June, 2010.

Once the consultation was complete, final recommendations will be presented to the Executive Management Team for approval. It was possible that a number of different costed options would be presented: one option which would be achievable within current levels of funding, and one or more additional options which may require sources of additional funding in order to be deliverable.

There would then be a communication programme with all consultees on the outcomes of the consultation.

Mr. Hughes then addressed the following issues raised by Members:-

- there were no direct bus links to Sandhill Library where the public consultation event was planned;
- branding should include a statement that the service was supported by funding supplied by Sunderland City Council;
- the role for local Councillors in the process;
- the cost to Sunderland in funding services and would they deliver value for money.

7. RESOLVED that the report be received and noted.

Following the conclusion of the formal business, Councillor Gofton welcomed and introduced Bill Leach and Anne Morrison, the newly appointed representatives from the Voluntary Sector Network who were attending their first meeting of the Committee. She hoped that they had enjoyed the experience.

The Chairman then drew the meeting to a close having thanked everyone for their attendance.

(Signed) D. FORBES,
(Chairman).

Sunderland West Area Committee

7 April 2010

Report of the Chief Executive

Sunderland West Annual Report 2009/10

The work plan of the Area Committee was agreed in July 2009 and, within this, the April 2010 meeting would be dedicated to reflecting on the work delivered during 2009-10, via the Local Area Plans. To support this process the annual report has been produced focusing on the following areas:-

- The Area, people and place
- Safe theme and priorities
- Learning theme and priorities
- Attractive and Inclusive theme and priorities
- Prosperous theme and priorities
- Governance
- Finance and Funding Requests

Under the thematic headings a summary is provided outlining the achievements delivered and influenced by Area Committee, using practical examples.

The Area

Sunderland West covers six electoral wards: Barnes; Pallion; Sandhill; Silksworth; St Anne's; St Chad's. There are 18 Councillors who represent the Sunderland West Area.

The West area of the City is a mixture of the old and relatively new. South Hylton, for example, was once a thriving industrial village. Ford, too, has a lengthy history and a place in the record books. Thomas Routledge, who pioneered the use of esparto grass for the manufacture of paper and patented the product, bought Ford Mill in 1860. Thereafter paper was used on a large scale worldwide. The limestone hewn out of Pallion's quarries was sent to the kilns and used for the de-acidification of the land and for the manufacture of plaster and water resistant mortar. Thomas Oswald became one of the first shipyard owners to use steel as well as iron in his Pallion shipyard in the 1870s. Pallion's riverside was famous for the mighty ships it produced. In the depression of the 1880s the Doxford yard launched the 4,555-ton Grecian, the largest deadweight steamer afloat and another record was set in 1913 with the launch of the 10,150-ton San Jeronimo, the largest oil tanker to date built on the Wear. Sandstone from Springwell was used for the construction of the town's public buildings and many townspeople found their way to Grindon Hall, which was converted from a private residence into a sanatorium.

There are around 67,300 residents in Sunderland West, which gives it the largest population of Sunderland's five Areas. There are a number of district shopping centres serving local neighbourhoods and the area contains one of the city's major leisure facilities at the Silksworth Sports and Tennis Complex. These facilities include a brand new 25 metre swimming pool. There is also the groundbreaking walk in Primary Care Centre at Grindon, offering a wide range of treatments for minor injuries and illnesses.

There are a number of local neighbourhoods in the Sunderland West Area. You can find out more about what services are available in the area, such as the nearest library to your home, by visiting www.sunderland.gov.uk and using Sunderland directory.

1. Sunderland West: Safe Area 2009-2010

Key statistics (2008/9)

Ward	All Crimes (per 1,000 pop)	% change from previous year	Burglary Dwelling	Burglary Non-dwelling	Theft of Vehicles	Theft from Vehicles	Criminal Damage	Drug Offences
Barnes	59.1	4.73	10.2	4.4	3.0	8.1	16.4	1.9
Pallion	76.7	-10.44	10.0	7.3	3.3	2.9	23.5	4.8
Sandhill	60.8	-9.56	9.1	2.2	2.4	1.9	21.6	1.1
Silksworth	65.0	-15.75	7.6	5.8	3.0	4.1	18.4	1.2
St Anne's	62.0	-5.06	8.1	2.8	2.5	2.3	18.8	1.2
St Chad's	49.5	-13.77	5.3	2.6	2.2	3.0	14.4	0.8
Sunderland	82.5	-3.30	8.9	5.0	2.5	5.8	22.0	4.2

The rates for each ward have been compared with the City average and highlighted as Green – better than the City, Amber – equivalent to the City, and Red, worse than the City.

Whilst overall crime rates have fallen more than the City average, Barnes has seen an overall increase.

What we set out to do

The overall objectives identified were to: reduce anti-social behaviour and increase the level of police or Community Support Officers on the streets, including target underage drinking; provide more police or community support officers; strengthen relationships between the police, agencies and communities; provide better facilities for young people and promote an holistic approach to area problems.

At the July 2009 meeting the Area Committee discussed the objectives and allocated actions against them. Progress is monitored on all actions and reported under a standing agenda item, Sunderland West Area Action Plans, at each meeting of the Committee.

You Said

There is a need to raise the profile of a police presence on the streets in the community and strengthen relationships between Councillors, police and residents.

We Did

Promoted and continue to encourage attendance of local people at PACT meeting (police and communities together); increased the number of Officers in the Neighbourhood Teams and revisited the roles of Court Custody Investigation Officers, Offenders Managers and Neighbourhood Co-ordinators, freeing up more time for Officers to be more visible on the street and attend meetings to engage with communities.

A series of Community Communication actions have been identified with two Communication Link Officers from Corporate Communications who attend Area Committees and help identify key news stories and information at a ward level.

Items from meetings have been fed into the Sunderland West Area Newsletter. This two edition trial saw its first edition published and distributed in November. The second edition was published and distributed in March.

You Said

There is a need to promote a holistic approach to area problems.

We Did

Over the last 12 months the first phase of the “Responsive Local Services” Project has been established, which focuses on tailoring five key service areas relating to crime and grime: graffiti removal, refuse collection, litter, dog fouling and grass cutting services.

You Said

We need to provide better facilities for young people

We Did

Area Committee reviewed the ‘Phoenix Project’, which works with young people who offend or are at risk of offending, and provided funding to extend the provision of courses over a 12 month period, which has proved to have made a substantial difference to behaviour.

You Said

We need to target under age drinking and to identify and target hot spot areas

We Did

Area Committee helped to initiate a series of joint operations between the Police and Trading Standards to target illegal sales of alcohol. The committee has also initiated measures aimed at tackling ‘drinking dens’.

Other achievements delivered

- The purchase of 3G CCTV cameras to use as a preventative and intervention tool to address ASB hotspots.
- Area Committee can refer projects into the Community Payback Scheme which is delivered by Youth Offending Service.
- Two Local Multi Agency Problem Solving groups continue to be effective in addressing a number of issues raised by agencies and recognised as a model of excellence in problem solving.

2. Sunderland West: Attractive and Inclusive Area 2009/10

Indicator	When was this last updated?	LAA Target?	City Wide	West
% of residents who feel the Council is making the area cleaner and greener	Place Survey 2008		66%	66%
% of residents satisfied with how well land is kept clear of litter and refuse	Place Survey 2008		54%	58%
% of residents satisfied with the recycling service	Place Survey 2008		70%	78%
% of residents satisfied with public transport	2008 mori Survey	No	66%	71%
% of residents who say they can influence local decisions	Place Survey 2008	NI4	30%	31%
% of residents who believe people from different backgrounds get on well together in their local area	Place Survey 2008	NI1	67.2%	65.8%
% of residents who feel they strongly belong to their neighbourhood	Place Survey 2008		64.6%	64%

What we set out to do

The key aims of the Attractive and Inclusive priority areas were to invest in and improve housing and residential areas and to make the streets and environment more attractive.

At the September 2009 and the January 2010 meetings the Area Committee discussed the objectives and allocated actions against them. Progress is monitored on all actions and reported under a standing agenda item: Sunderland West Area Action Plans, at each meeting of the Committee.

You Said

We need to make estates and residential areas more attractive.

We Did

Plans are currently being drawn up to implement a programme of tree planting, greening and environmental improvements across the area. These plans will include tackling areas of waste and unsightly land. These areas have been identified with member involvement and resident consultation.

You Said

We need to encourage more private landlords to sign up to the accreditation scheme, bring empty properties back into use and take measures to prevent disrepair.

We Did

Interventions are currently in place to tackle problems associated with the private rented sector. A recent Private Landlords Fair was held, which agreed to reinstate the Private Landlords Forum on a quarterly basis to act as a focal point to promote the Landlord Accreditation Scheme.

As a result of this issue being raised at Area Committee, it was developed across the City and was escalated to Scrutiny to review the need for a dedicated area team to: investigate cases of ASB within the private rented sector; carry out enforcement activity associated with housing standards; inspect the City's 1,500 Houses in Multiple Occupation (HMO) to ensure they provide a safe and healthy home for tenants; Tenant/landlord vetting; Empty Property Officer and Empty Property Strategy review. These proposals are currently at Cabinet.

You Said

We need to improve the environment by ensuring the opportunities for the area from the Green Space Strategy and Green Infrastructure Strategy are realised.

We Did

The plans currently being drawn up to implement a programme of environmental improvements will be tailored and complementary to the strategies.

You Said

We need to ensure environmental services can respond more effectively to the needs of local people.

We Did

Area Committees will be involved in identifying the level of services required for graffiti removal, refuse collection, litter, dog fouling and grass cutting services as part of "Responsive Local Services".

You Said

We need to improve local parks and look at parks and green spaces to provide linked networks of green infrastructure.

We Did

Area Committee has provided £60,000 of funding to improve the stream and habitat at Barnes extension and is considering options for the path at Hastings Hill, part of a joined up approach to improvements.

You Said

We need to improve local shopping centres.

We Did

A 'Retail Needs Assessment' has been undertaken and this will guide proposals for complementary street scene and environmental improvements.

Other achievements delivered

- Area Committee provided a total of £10,000 as a contribution to deliver improvements to the sea front.
- The Committee have been involved with Nexus regarding the accessibility of public transport throughout the city, focusing on the West area, as part of the Accessible Bus Network Design Project.
- We are making the most of our natural assets by promoting the river corridor. New proposals are being put forward which will be captured under aim 3 of the Economic Master Plan - Connecting Water Front to the City Centre.

3. Sunderland West: Learning Area 2009/2010

What we set out to do

The key objective identified was to provide better support for children and young people, more youth and play services and greater encouragement to continue into further education.

At the September 2009 meeting the Area Committee discussed the objectives and allocated actions against them. Progress is monitored on all actions and reported under a standing agenda item: Sunderland East Area Action Plans, at each meeting of the Committee.

You Said

Develop youth provision to meet local need

We Did

Members of the Committee took part in the development of ward based contracts for youth provision. The new contracts will be implemented from April 2010 and will be more needs led. Now each ward has a guaranteed youth provision of a minimum of three sessions per week, over the next three years, ensuring young people from all wards have equal access to services.

You Said

Provide more weekend and evening activities.

We Did

An additional £300,000 was secured to establish Xcel mobile youth villages across the City, which run specifically on a Friday and Saturday nights. This also enables additional mobile youth provision targeted at evening hotspots. An Operational Group, consisting of multi agencies and elected members oversee the planning of the Xcel villages.

You Said

Adult learning is important to the area. We need provision which is accessible and relevant to local residents.

We Did

A review of Family Adult and Community Learning (FACL) was requested to explore new ways of identifying and appointing providers of family learning to meet the needs of local communities. Procurement systems are now being reviewed to ensure the provision meets local demand.

You Said

Review apprenticeship opportunities

We Did

The 14-19 Partnership are undertaking a review of the current approach and exploring the potential to increase opportunities for apprenticeships within the City Council.

Also Achieved

- The Area Committee has been involved in developing the youth commissioning framework.
- Youth Almighty Project has been successful in securing the youth provider ward contracts for Barnes and Silksworth until 2013.
- Lambton Street Youth Centre has been successful in securing the youth provider ward contract for Pallion until 2013.
- A690 Youth Initiative has been successful in securing the youth provider ward contract for Sandhill until 2013.

- Pennywell Youth Project has been successful in securing the youth provider ward contract for St Anne's until 2013.
- The Box Youth Project has been successful in securing the youth provider ward contract for St Chad's until 2013.

4. Sunderland West: Prosperous Area 2009/10

Key statistics

Table 4.1. Sunderland West: Unemployment (JSA Claimant Count)

	Working Age Population	Jan '05	Jan '06	Jan '07	Jan '08	Jan '09	Jan '10
Barnes	6,667	137	163	157	188	279	339
Pallion	7,016	351	351	363	348	528	622
Sandhill	6,604	284	301	368	321	500	542
Silksworth	6,802	187	207	256	259	350	439
St Anne's	6,844	277	293	289	333	425	481
St Chad's	5,548	139	165	179	181	298	320
WEST AREA	39,481	1,375	1,480	1,612	1,622	2,380	2,743
Sunderland	175,831	5,340	5,941	6,391	5,994	9,159	10,793

Table 4.2. Sunderland West: Unemployment Rates (%)

	Male	Female	Total
Barnes	8.8	4.2	6.7
Pallion	18.8	7.3	13.6
Sandhill	17.4	5.4	12.0
Silksworth	12.0	4.7	8.5
St Anne's	14.4	5.5	10.3
St Chad's	11.3	3.8	7.7
WEST AREA	13.7	5.1	9.7
Sunderland	11.8	4.3	8.4

Unemployment has increased in all the wards of Sunderland West, within the last two years. This peaks in Pallion, which has gone from a rate of 10.1% to its current level of 13.6%.

What we set out to do

The main objective within the prosperous theme was around educational provision for adults to raise skills and aspirations and improve employment opportunities. Support for local business in order to increase employment opportunities was also identified as a priority within the area. There is also an emphasis on informal learning and social inclusion to promote engagement in employment training.

You Said

We need to provide relevant community learning opportunities for adults to improve their skills and employment opportunities

We Did

A review of locally based adult learning is being undertaken via the Learning theme. The Economic Prosperity Group representative will also escalate the issue via the Prosperous theme.

You Said

We need a more detailed action plan and to review our priorities to focus on areas where the Area Committee can make a difference.

We Did

The Economic Prosperity representative has provided more detailed employment related data and an analysis of what support is already in place. This information will be presented to Area Committee at the work planning meeting in June 2010 to inform the review of priorities.

You Said

We need to provide comprehensive support in order to increase employment opportunities.

We did

We connected into the Working Neighbourhood Fund programme, which brought approximately £30m of funding to the City over three years from 2008/9 and encouraged an area perspective to be considered when commissioning projects. This resulted in an initiative called Enterprise Talent Scouts and Business Start Up in the West and throughout the City, being funded via WNF. This involves the Scouts targeting new potential entrepreneurs and supporting them on the route to setting up in business.

You Said

We need to promote social inclusion, engagement and well being to encourage participation in employment training.

We Did

The Community Development Team was restructured and allocated an Area Community Co-ordinator per area to support the VCS sector in establishing five Area Networks. The West Area Network now has three representatives who present the collective voice of the VCS at meetings, ensuring a two way communication process between Area Network and Area Committee.

Also Achieved

- Visible Workspace Project, via WNF, is a demand survey being carried out to look at all opportunities to develop workspace across the city. Results will propose localities for premises/workspace.

5. Area Committee meetings

Membership

The meetings are chaired by Councillor David Forbes and Cllr Susan Watson is the Vice Chair.

Each Area Committee has a Sunderland City Council Executive Director as its Area Lead Executive (ALE). The ALE reinforces the strategic importance of the area dimension to the Council's policy and planning framework, and in particular will reinforce the importance the Council places on enhancing community governance, aligning resources and activity and improving public service delivery at a local level. The ALE for Sunderland West is Keith Beardmore (Director of Financial Resources).

There are named representatives from each of the Local Strategic Partnership Delivery Boards. This is to ensure a consistent, two way flow of information between Citywide and Area based working under each of the five thematic areas.

Partner organisations represented at the Sunderland West Area Committee are:

- City of Sunderland College
- Gentoo
- Northumbria Police
- Sunderland arc
- Sunderland Teaching Primary Care Trust
- Tyne and Wear Fire and Rescue Service
- Voluntary and Community Sector (VCS)

Three members of the Sunderland West VCS Area Network have been nominated to represent the VCS at Area Committee.

There are a number of nominated officers from Council Directorates, at a Head of Service level who attend Area Committee, along with key contacts in each Directorate who act as linkages between Area Committee and Directorates.

Meetings

The Committee met six times during 2009-10, this being its seventh. The first meeting of the year (June) was designated as a workshop and priorities were agreed at the July meeting, which established the delivery plan for 2009-10. At each of the five business meetings Area Committee agreed to adopt a standing agenda for each meeting to ensure that only issues which are of importance to the Sunderland West area come forward for discussion. Information only items are not formally presented and do not form part of discussions. The thematic agenda item, which addresses the area's key priorities, was therefore given priority and more time allocated to it. Other regular items discussed were: Questions to Area Committee; Feedback of the Area Action Plans; Finance and Funding Requests and Items for Consultation. Although the time management of agendas has improved it is important to ensure it is focused and to involve non elected members throughout the agenda process.

There has been an average attendance of 14 out of 18 members at each meeting. Officers' attendance has been strong, with an average of 14 Officers attending each meeting. Partners' attendance has fluctuated depending on the agenda, with an average of six per meeting. Attendance from the public has been poor; although we've had the public attend two of the meetings, with three attending the last, the levels of residents attending remains low.

Standards for Area Committees have been developed and a set of guidelines are available for those presenting reports or carrying out consultation, along with a report template. As a result there are fewer pages and reports are tailored to reflect information at an area level. Before every meeting a pre meeting is held, between the Chair and presenting Officers to discuss the running order of the meeting, outlining roles and timing of each item. The average numbers of committee papers this year was 41, compared with 85 for last year. This has resulted in the agenda being adhered to, bringing the average timing of the meeting down to 1h 30mins.

There has been one 'Question to Area Committee' presented. The process is currently being reviewed by Democratic Services. Under consultation items, nine policies were brought forward for discussion, allowing the opportunity for the Committee to shape services.

Building the infrastructure of meetings

An Area Committee Handbook has been developed to outline the aims and objectives of the Committee, and also individual roles and responsibilities. The Handbook will be published in June 2010.

The 'Councillor Call for Action' mechanism came into force on 1 April 2009 namely through the Police and Justice Act 2006 and the Local Government and Public Involvement in Health Act 2007. Such provisions provide Members with the opportunity to ask for discussions on issues where local problems have arisen and where other methods of resolution have been exhausted. At the same time work was also being undertaken to develop the Area Committees links with both Scrutiny Committees and the Sunderland Partnership, one of which was the ability to signpost and escalate local issues to the most appropriate body for resolution where appropriate as referred to in the current Area Review process. On a practical level a 'referral and criteria' mechanism will be considered by Cabinet for implementation in the new municipal year. This will enable escalation / re-direction of issues of local concern either raised by an Elected Member/Committee, member of the public or external partner to the appropriate body namely the Area Committees, the City Council's Scrutiny and Sunderland Partnership.

A thematic feedback report is presented to give updates on themes previously discussed. Performance updates are reported during this part of the meeting. However, this has been an area of weakness and work is ongoing with the Performance Improvement Team to introduce a more meaningful performance framework in the new municipal year.

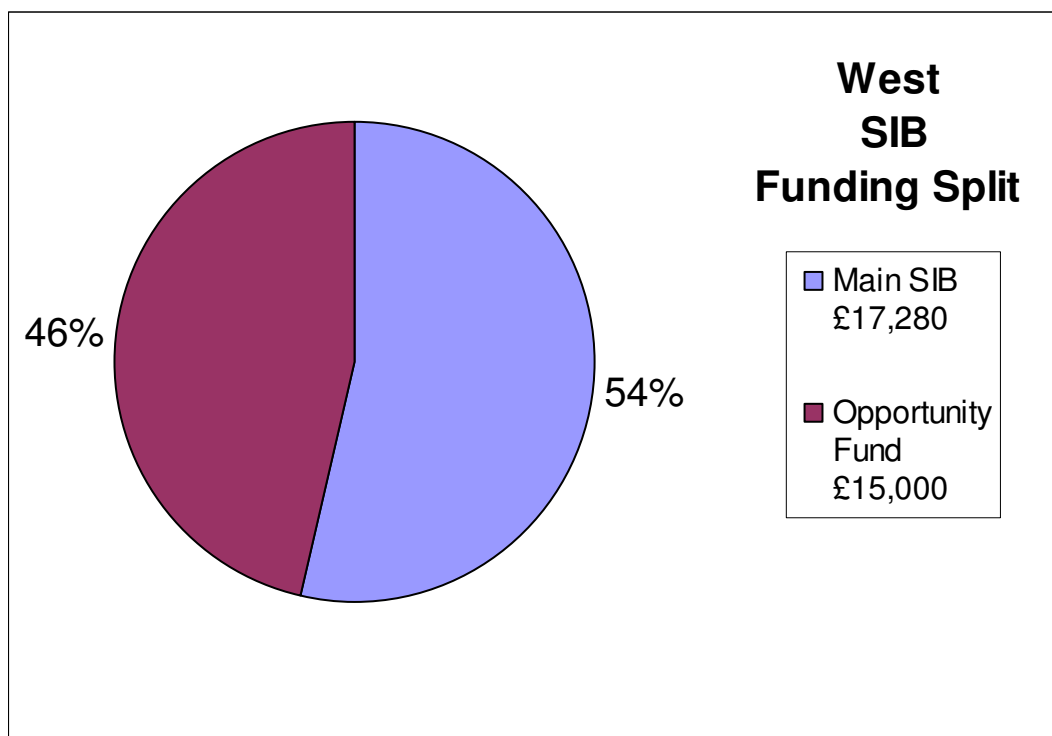
An Area Team has been established to support the work of the Area Chair/Vice Chair and Area Committee. The team consists of:-

- Area Officer
- Area Community Development Co-ordinator
- Communications Link Officer
- Democratic Services Officer
- Policy Officer (Inclusion)

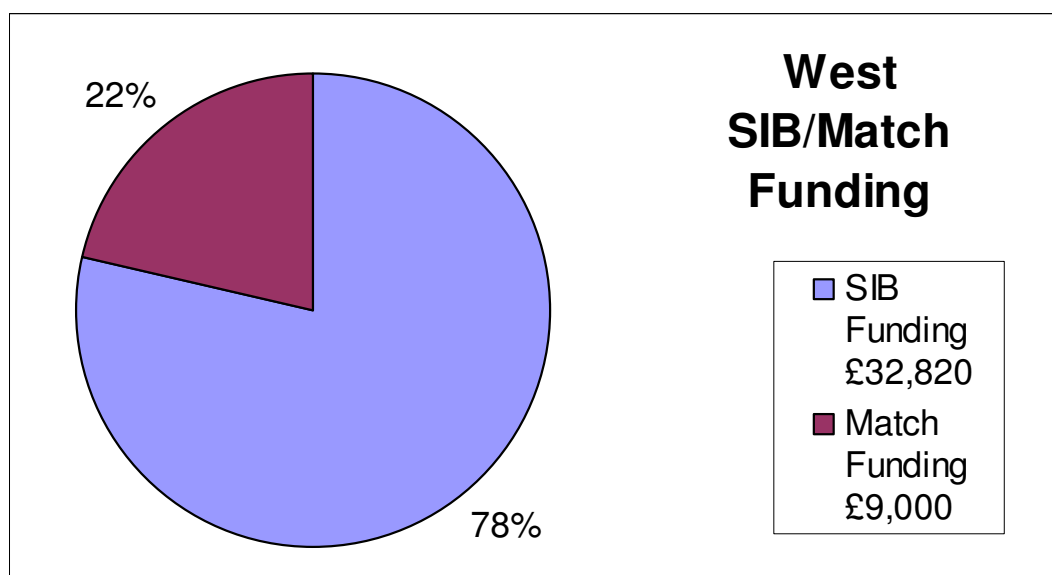
6. Finance and Funding Requests

SIB

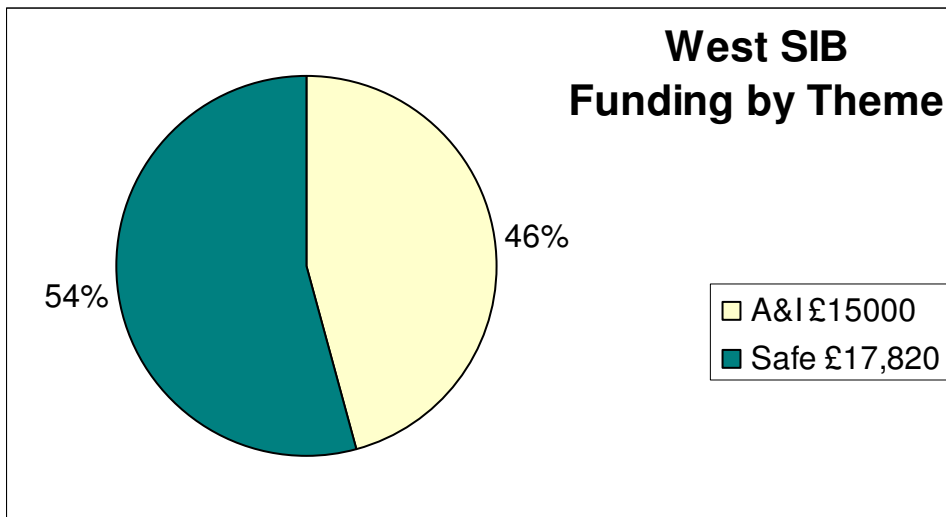
A budget of £332,634 was available during 2009/10. A total of £32,820 has been allocated, leaving a balance of £299,814 to be carried over to 2010/11. The committee agreed to 80% of its allocation as a 'Main Fund' to solicit bids to meet priorities with the remaining being an 'Opportunities Fund' to enable the committee to receive unsolicited bids that meet priorities. The funding split is shown below:



The percentage of match funding achieved is shown below:



The allocation of funding by theme is shown below:

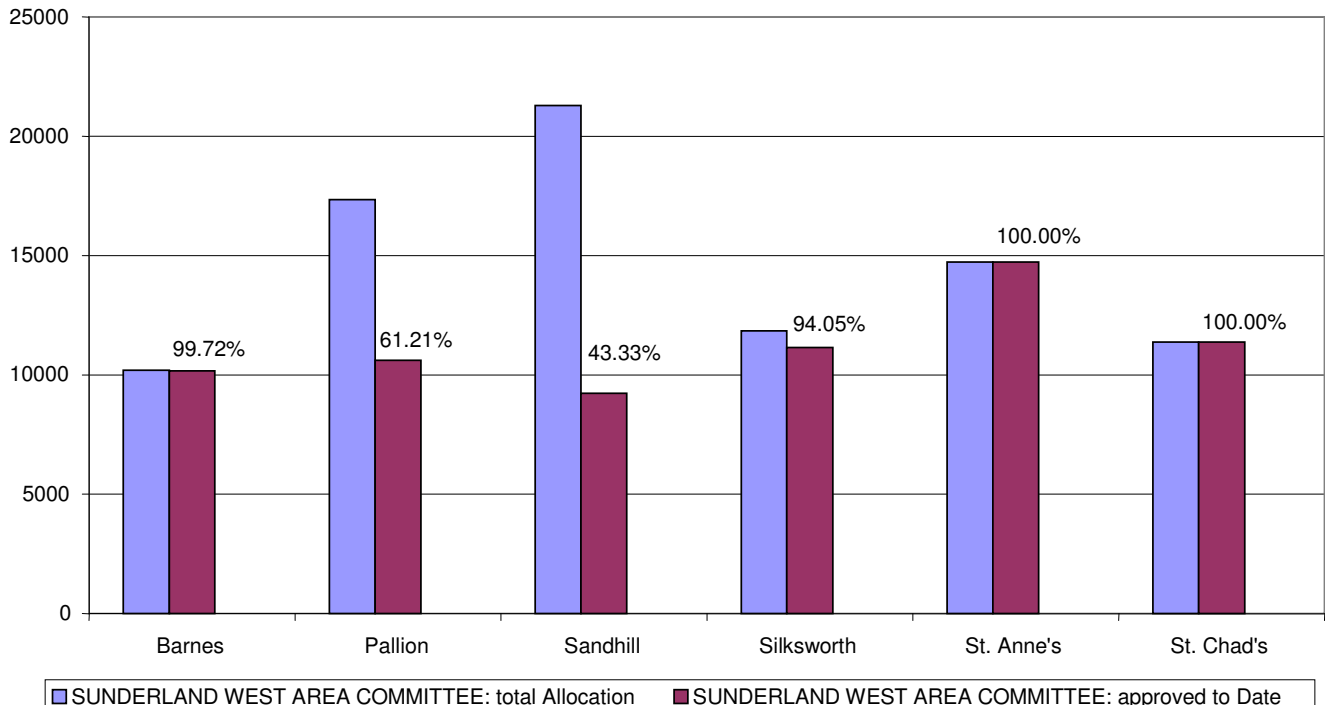


SIP

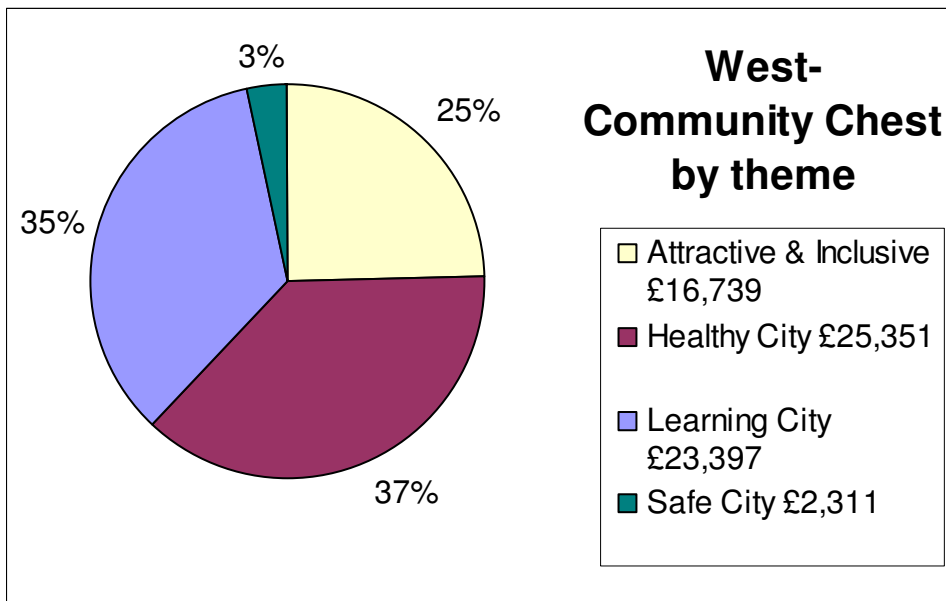
A one off budget of £233,230 was available for 2009/10 and the full amount remains to be allocated, which must be fully expended by 31 March 2011. As identified in the strategic objectives, this budget is available to make physical improvements to the area.

Community Chest

A budget of £86,774 was available for 2009/10. A total of £67,648 has been allocated, leaving a balance of £19,126 to be carried over to 2010/11. The ward breakdown is as follows:



The pie chart below shows Community Chest's thematic breakdown:



Community Chest is allocated against the themes within the Local Area Plan and this has supported 109 community projects throughout the West Area.

7. Summary

The Annual Report and supporting information will be used to analyse and reflect on the work that has taken place throughout the past year and help to inform the June meeting as the committee moves towards a new work plan.

8. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreement Delivery Plans
- West Local Area Plan
- West Area Committee papers

9. Contact Officer: Richard Parry, Area Officer for West
Tel: 0191 561 1217 e-mail: Richard.parry@sunderland.gov.uk

Sunderland West Area Committee

7th April 2010

Report of the Chief Executive

Sunderland West: Towards a new work plan

1. Why has it come to Committee?

1.1 At its meeting in July 2009, the Committee agreed its work plan for the 2009/10. It was agreed that the April 2010 meeting would consider the committee's 'Annual Report' and also begin the process of identifying work streams for 2010/11 year. These work streams will then be finalised by committee into a new work plan for the year.

1.2 The next committee meeting in June will decide on the work plan for the next municipal year. This report will highlight possible options for consideration at the June meeting.

2. Description of Decision (Recommendations)

2.1 Area Committee is recommended to:

- Examine Local Area Plan priorities and to focus the efforts of the Area Committee on areas where they can make a real difference;
- Agree to the principle of a limited number of key priorities, no more than six, to include Responsive Local Services, to form the 2010/11 work plan, which will be agreed at the June work plan meeting;
- Examine the governance processes to ensure they can deliver the committee's programme and priorities.

3. Background

3.1 The Annual Report provides a snapshot of the committee's work over the 2009/10 municipal year. Whilst there are a number of major achievements, it has become increasingly clear that changing some of the ways the committee operates will lead to greater alignment with priorities and a clearer focus on delivery.

3.2 The improvements suggested for consideration have arisen through the collection of information throughout the year via the Thematic Reports, Area Action Plan developments, issues raised through the Leader's Ward Visits and feedback from members and partners.

4. Refreshing Local Area Plans and priorities

4.1 The suggestions below can form the basis of discussion at June's meeting and assist the committee in deciding upon the areas and actions its work plan should focus on.

- Prosperous:
 - Adult learning in the community;
 - Support enterprise and entrepreneurship;
- Learning
 - Ensure that Family, Adult and Community Learning (FACL) provision is delivered in line with local need;
 - Review youth and play provision and whether it meets the area's needs;
- Safe
 - ASB: targeting hotspots and supporting victims and communities;
 - Reducing fire related accidents and vehicle fires;
 - Traffic and parking issues.
- Healthy
 - Adult Social Care, health, well being and engagement

- Attractive and inclusive
 - Responsive Local Services project;
 - Inclusiveness and community cohesion;
 - Environmental and street scene improvements.

5. Process

5.1 It is proposed that Area Committee discuss and agree no more than six priorities (to include Responsive Local Services) to address in 2010/11. Members will receive information that will build a picture of key facts and current services on priorities currently identified in the LAP. As well June's Area Committee agreeing priorities, Lead Agents will be named against each priority. Lead Agents will ensure that the project is delivered, actions are allocated and measurable, monitored and feedback into Area Committee, linking into the Area Officer throughout the process, ensuring a central point of collection of information.

5.2 It is proposed that a series of 'Task and Finish' groups be established per priority action and should include elected members and partners. These groups will support the Lead Agent in delivering against the priority using problem solving techniques as necessary.

6. Committee Governance

6.1 It is proposed to reduce the length of reports presented to Area Committee. Additional or supporting papers will be sent separately.

6.2 Recommendations in reports will be replaced with a list of options, along with key strengths and weaknesses against each option. Committee will be asked to discuss options, with all members (including partners and officers) asking questions, informing debate and agreeing preferred option to implement.

6.3 It is proposed that agenda items on which Committee do not have to make a decision will be classified as 'information only' and not discussed at Committee; instead these updates will be circulated with the planned separately.

6.4 The above measures to be discussed at the June meeting are designed to focus the work of the committee on deliverable actions, ensure meetings last a maximum of two hours and help towards encouraging residents to become involved in influencing decision making.

7. Funding Governance

7.1 To further the process of greater focus on deliverable actions that delivers the objectives of the LAP, it is proposed that funding governance for SIB should be adjusted. Consideration could be given to the following:

- Aligning a percentage of funding against priorities;
- Re-design application form to reflect the area's priorities;
- Authenticate internal applications via seeking approval from Executive Director and relevant Portfolio holder before approaching Area Committee's budgets.

8. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland West Local Area Plan

9. Contact Officer:

Richard Parry, Sunderland West Area Officer
Tel: 0191 561 1217 e-mail: Richard.Parry@sunderland.gov.uk

**West Sunderland Area Committee meeting
7 April 2010**

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Financial Statements and Funding Requests

Author(s):

Office of the Chief Executive

Purpose of Report:

This report requests Area Committee consideration of a proposal for the allocation of Strategic Initiatives Budget to support.

Description of Decision:

The Committee is requested to approve the following:

- Annex 1: Note the financial statement for Area Committee funding for 2009/10;
- Annex 2: Approve one proposal for SIB funding; 'Hylton Castle Re-enactment'.

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

Suggested reason(s) for Decision:

The Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) were established to promote action on key priorities identified in the relevant Local Area Plan and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to communities the proposed project would bring and be able to provide evidence and statistics that can illustrate these benefits.

Community Chest forms part of the Strategic Initiatives Budget and support is given to projects, which clearly demonstrate they will address identified local needs, provide genuine community benefit and can provide evidence/measurement of success.

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

Relevant Review Committee:

Management Scrutiny Committee

Is it included in the Forward Plan?

No

West Sunderland Area Committee

7th April 2010

Report of Chief Executive

Financial Statements and Funding Request

1. Purpose of the Report

- 1.1 This report outlines current expenditure from the Strategic Initiatives Budget (SIB), Strategic Investment Plan (SIP) and Community Chest and applications for funding from these budgets in order to support new initiatives, which will benefit the area and the delivery of the Local Area Plans.

2.0 Description of Decision (Recommendation)

- 2.1 The Committee is requested to note the 2009/10 Community Chest, SIB and SIP budget statement, as detailed in Annex I.
- 2.2 The Committee is requested to approve the following project for support from the 2009/10 SIB allocation, as below and detailed in Annex 2.
 - 'Hylton Castle Re-enactment': £3,000.

3.0 Background

- 3.1 The Council has reduced the number of areas across the City from six to five. This has resulted in a new calculation of SIB funding to be awarded to the Sunderland West Area Committee of £331,887 to be allocated up until March 2010. All allocations of funding should be matched against the criteria outlined in delivering the key priorities of the area, identified within the Local Area Plan (LAP).
- 3.2 SIP was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. This equates to £233,230, available for the four wards of the former West Area Committee.
- 3.3 The Committee will be aware that the Community Chest forms part of the Strategic Initiatives Budget and that £250,000 is available for the scheme in 2009/2010, £10,000 for each Ward, plus any unclaimed allocations identified from previous years.

4.0 Current Position SIB

- 4.1 Following the 24 February 2010 Committee meeting, a balance of £299,814 remained to be allocated from 2009/10 years budget.
- 4.2 There is one project recommended for approval requesting £3,000. Should Committee approve this the remaining balance would be £296,814.
- 4.3 Members should note that any uncommitted expenditure from this financial year will be carried forward to the following year's budget.

5.0 Current position SIP

- 5.1 The full amount of £233,230 remains to be allocated and will be carried over to the new financial year. This should be spent by March 2011.

6.0 Current Position Community Chest

- 6.1 £86,774 was available for allocation by the ward panels. £67,748 has been allocated leaving a total of £19,026 to be carried over to the next financial year.

7.0 Reasons for the Decision

- 7.1 SIB and SIP were established to promote action on key priorities identified in the relevant Local Area Plan, and to attract other funding into the area. Applications for SIB/SIP funding should demonstrate the potential benefits to local communities the proposed project would bring, and subsequently be able to provide evidence and statistics that can illustrate these benefits.
- 7.2 Community Chest support is given to projects which clearly demonstrate that they will address identified local needs, provide genuine community benefit and which can subsequently provide evidence/measurement of success in this respect.

8.0 Alternative Options

- 8.1 Each project is required to indicate what alternative options they have considered during the application business process.

9.0 Relevant Consultations

9.1 Financial Implications

The Director of Financial Resources has been consulted on this report and all costs associated with developing SIB, SIP and Community Chest applications.

9.2 Implications for Other Services

Each project is required to indicate what implications there may be for other services in the application business process.

9.3 The Public

Each project is required to indicate what consultation it has undertaken and other documentary evidence it has to support its proposal in during the application business process. Residents have been consulted about the priorities in the Local Area Plans and bids support these identified priorities.

9.4 The Race Relations (Amendment) Act 2000 and the Councils Race Equality Scheme.

Each project is required to indicate whether it has an equal opportunities policy, or what measures it employs to address equal opportunity issues, during the application process.

9.5 Public Relations and Publicity

Each project is required to indicate how it will promote funding awarded from Area Committee.

9.6 Councillors

Members have been consulted on all applications for SIB, SIP and Community Chest support.

10.0 List of Appendices

- 10.1 Annex 1 Financial statement
- 10.2 Annex 2 SIB: Application summary

11.0 Background Papers

- 11.1 The following background papers were used:
 - Community Chest Application Forms;
 - Reports to previous Area Committees;
 - Sunderland West Local Area Plan;
 - SIB applications, appraisals and consultation.

SIB: West SIB Statement 7th April 2010**Annex 1**

NB*1:- £331,887 was allocated for 2009-10, £747 was carried over from 2008-09: Balance £332,634

	Committee		Opportunities:	
	Date	Main Fund 80%	20%	Total 100%
Available funding 2009/10				
*1	29.06.09	£266,107	£66,527	£332,634
Project Name	-	-	-	-
Phoenix Project	09.11.09	£17,820	-	£314,814
Miners Memorial Window	04.02.10		£5,000	£309,814
Seafront Public Realm	04.02.10		£10,000	£299,814
Balance	-	£248,287	£51,527	£299,814

SIP: West SIB Statement 7th April 2010

	SIP Budget	Approvals	Balance
Available funding 2009/10	£233,230	£0	£233,230
Balance	£233,230	£0	£233,230

Community Chest: West SIB Statement 7th April 2010

NB*2:-£10,000 was allocated per ward from 2009-10, Budget includes carry over from 2008-09 of £26,774

	Community Chest Budget	Approvals	Balance
Available funding 2009/10			
*2			
Barnes	£10,200	£10,171	£29
Pallion	£17,341	£10,615	£6,726
Sandhill	£21,290	£9,224	£12,066
St Anne's	£14,720	£14,720	£0
St Chad's	£11,373	£11,373	£0
Silksworth	£11,850	£11,645	£205
Total	£86,774	£67,748	£19,026

Annex 2: SIB/SIP Application summaries**Application – Hylton Caste Re-enactment****Annex 2**

Total Cost of Project	Total Match Funding	Total SIB Requested
£40,000	£15,000 North Area Committee, £10,000 Heritage Lottery Fund, £3,000 core budget	£3,000 West and per area. (excluding North - £15,000)
Project Duration	Start Date	End Date
6 months	April 2010	September 2010

The Project

Following requests from Local Residents and the Castle in the Community, to stimulate interest in Hylton Castle and the surrounding area, as a City visitor attraction, and to raise awareness of the area's rich and diverse heritage, investigations have been ongoing to look at the delivery of a large scale re-enactment based on the Battle of Boldon Hill, which took place during the English Civil War.

The event will be carried out over a two day period (proposed dates 14/15 August 2010), and will deliver a number of living history displays, as well as offering a range of family orientated learning activities interpreting the life and times of the period. The re-enactment will take place on and around Hylton Castle, with an identified camp site at Seaburn to accommodate the visiting re-enactors which will be in the region of 500 – 1000 people.

The event aims to encourage visitors to the City and the local area, therefore raising awareness of the Castle and its wider area, as well as raising the profile of the City as a visitor destination, with a wide and varied programme of events. The main battle of the day will include a minimum of 15 artillery pieces, pike, musket and horse. Re-enactors are anticipated to be in the region of 500 or more.

The Need for the Project

The project builds upon the work currently ongoing through the Castle in the Community, who are working with a number of partners, including English Heritage, Sunderland City Council and local voluntary and community groups to enable the future development of Hylton Castle.

The Outputs for the Project

Output Code	Description	Target 2010/11
A6	Number of community or education events held:	5
S5	Number of young people benefiting from youth inclusion/diversionary projects	100

Recommendation: Approve

- The project has specific plans and outcomes around youth engagement and community learning, which have a strategic fit under Prosperous (community based and informal learning) and Safe (youth provision).
- The project is supported by the City Services Directorate.

WEST AREA COMMITTEE

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

7 APRIL 2010

CONSULTATION ON FOOTBALL, PLAY & WELLNESS

1.0 Why has it come to Committee?

- 1.1 The purpose of this report is to consult with the Area Committee in relation to the:
- i) Football Investment Strategy (FIS) – proposed priorities for investment
 - ii) Play and Urban Games Strategy – identification of priorities for future investment
- 1.2 The report will additionally provide an overview of Wellness programmes and seek feedback from the Committee in relation to future areas of work.

2.0 Description of the Decision (Recommendation)

- 2.1 The Area Committee are requested to note the content of this report and provide feedback on the proposals outlined within the report.

3.0 Football Investment Strategy

- 3.1 As the Area Committee may be aware, the city has developed a Football Investment Strategy (adopted by Cabinet in January 2010) that sets out a clear 'vision' for football facilities and the player pathway in Sunderland, across public, private and school based provision. It establishes a clear approach to the level of provision including the implementation of local standards for playing fields and ancillary facilities.
- 3.2 Whilst some improvements have been made, a key priority for the city remains to contribute to Sport England's target, of a 1% increase in sport and physical activity participation year on year. Football is one of the highest participation activities nationally, with opportunities to engage with residents of all ages, abilities and disabilities in playing, volunteering, coaching and spectating.
- 3.3 As part of the work to complete the FIS, a full assessment of local needs and demand for football has been completed, which has resulted in a tiered model of provision and standards which will help to ensure football sites have defined purpose, and that development principles are embedded into the delivery. Working in partnership with the FA and the Football Foundation (FF) the City Council has secured an in principle commitment of £1m investment to match the City Council's £700,000 contribution. It is intended the Strategy will improve satisfaction rates in community based facilities and increase participation in sport amongst adults and young people.
- 3.4 Within West Sunderland, provision for football has been mapped through the Football Investment Strategy and a list of the pitches can be seen in Appendix 1.
- 3.5 The Area Committee may also be aware that previous football investment has been made locally in recent years which includes:
- Academy 360 - 5 multi use games areas including full size floodlit ATP
 - Farringdon School - multi use games area
 - Silksworth Recreation Park – multi use games area
 - Ford Quarry – new four room changing pavilion
 - 2 grass pitches at Ford Quarry

- 6 mini-soccer grass pitches at Ford Quarry
- NOF Green Spaces funding to improve pitch drainage at King George V
- 2 grass pitches and a full size floodlit artificial turf pitch at Sandhill School
- New drainage installed at Silksworth Sports Complex pitches
- Pavilion improvement works at Silksworth Park and Hylton Road Playing Field
- More efficient pitch maintenance programmes introduced following the purchase of new equipment

3.6 Based on the evidenced gathered during the development of the FIS and the assessment of need, the following improvements are proposed:

Football Investment Priorities Phase 1 (2010-2012)

Site	Project	Number of Teams	Participants and spectators
Farringdon Specialist Sports College	Full sized 3G artificial turf pitch with floodlights	16	560

The Farringdon School project is regarded as a major priority by the FF and therefore, is recommended by the Executive Director to be progressed to full application stage with the FF.

Silksworth Recreation Park will also receive some small works in Phase 1 to improve its perimeter fencing.

As part of Phase 1 priorities, the Committee's comments would be welcome in relation to the investment proposals specifically relating to the three projects detailed below (a,b,c). One project will be progressed in Phase 1 (together with Farringdon), with the remaining two projects delivered as part of Phase 2. For information, the FF has identified Plains Farm Primary School as their preferred option due to its links with a community charter standard club.

- Hylton Road Field - Public toilets, storage and changing room improvements
- King George V Field - Pavilion refurbishment or a new 2 change pavilion
- Plains Farm Primary School - 2 change provision (pre-fabricated)

In addition, the Directorate have recently identified the potential for Ford Quarry to be upgraded (eg. floodlights, dugouts, perimeter pitch fencing) to Wearside League standard. The Area Committee is invited to consider making a contribution to this work in the sum of approximately £30,000.

Football Investment Priorities Phase 2 (2013-2018)

Silksworth Sports Complex - Athletics track to have a new 2 change pavilion, with pitch development, drainage works and a seating stand
 Plains Farm Primary School - Enhanced change provision

Football Investment Priorities Phase 3 (2018-2022)

Silksworth Recreation Park – new 2 change pavilion
 South Hylton Playing Fields – new 4 change pavilion
 Barnes Extension - Tay Road – new 4 change pavilion
 Thorndale Road – new 2 change pavilion

3.7 The proposals are consistent with implementing the tired model of provision detailed in the FIS and the six factors for prioritising investment as detailed below:

- i. Cost and Value for Money – to ensure that funds have the greatest impact on reaching participants and increasing participation
- ii. Playing Capacity – recognising that sites with a higher playing capacity enable more people to play football
- iii. Football Development – in line with FF requirements, ensuring the development of FA Charter Standard Clubs are at the heart of investment
- iv. Match Funding – must be identified to enable delivery of the priorities
- v. Facilities Development – prioritising projects which address gaps in provision
- vi. Multi-sport Potential – recognising synergy between sports to provide both value for money and broader opportunities to raise participation.

3.8 Following Phase 1 developments all projects identified within the priorities for investment for Phases 2 & 3 will require an appropriate level of funding and officers will continue to work closely with funding bodies such as the Football Foundation to ensure that Sunderland is well placed to take advantage of external funding streams.

3.9 Durham County FA, the governing body for Football in our sub-region, has been working with the city closely in the city's efforts to secure host city status for England's submission for the World Cup in 2018. The process of developing a submission has strengthened links between Durham FA and local partners, which has supported the parallel process of developing a football investment strategy and the world cup legacy plans.

3.10 The Committee's comments and observations would be welcome in relation to the investment proposals.

4.0 Play and Urban Games

4.1 The Strategic vision for play in the city outlined in the Play and Urban Games Strategy – Moving Forward (2007-2012) is that:

Sunderland will work in partnership to provide, support and sustain a variety of high quality and accessible play environments and opportunities for all children and young people up to 19 years. The city aspires to a core offer of free provision citywide supported by affordable supervised provision as appropriate.

4.2 In January 2008, Sunderland City Council was one of 20 authorities to be awarded Play Pathfinder status, a £2.1million capital investment accompanied by £500,000 revenue support. The award has resulted in an 18 month transformation programme in the delivery of play and urban games city wide.

4.3 The City Council is now supported by an emerging network of partners in play, who have grown to include organisations such as, Play England, Tyne and Wear Play Association, Gentoo, voluntary sector groups, schools and residents associations.

4.4 The achievements of the Play Pathfinder Programme are as follows:

- Match funding the £2.1million DCFS capital grant and £200,000 City Council funding, by a further £1.8million from external funding
- Developing an inspiring partnership with the Aiming High Pathfinder for disabled young people to develop an integrated service model for play
- Maximising partner skills through commissioning a range of voluntary sector organisations, to deliver neighbourhood based consultation

- Undertaking a mid-programme review of consultation, to reflect local feedback and embrace the community leadership role of Elected Members
- Engaging over 3,000 children and young people citywide in play design
- On target for the delivery of 28 new or refurbished high quality play spaces citywide by the end of March 2010
- In the West, an increase from 37% young people, with access to high quality play 1km from their door in 2008, to 75% high quality access in March 2010
- On target for the delivery of a unique City Adventure Play Park
- Launch of the 'Lets Play' campaign, to inspire families to get involved in their local play spaces and to challenge negative perceptions of children playing
- Designed and refurbished the following local play facilities, Silksworth Rec MUGA, Thorney Close, South Hylton Playing Fields & Tansey Centre, St Matthews Field, Farringdon, Silksworth Recreation Play, Millfield, King George, Barnes Park, The Blackie – Big Lottery and the City Adventure Play Park.

4.5 The programme delivery has not been without its challenges. The programme has been supported by Elected Members to build confidence in communities, who in some cases fear that play may create problems rather than solve them. This has included coordinating multi-discipline teams to ensure a 'one council' solution, prior to any new play development. Tackling perceptions against play provision remains a key challenge moving forward. Nonetheless, the developments have led to a sustained improvement in resident satisfaction levels. Since 2004, a net improvement of 19% to the current date, has been seen through the annual MORI survey. This measure was taken prior to the Pathfinder investment and it is hoped that satisfaction levels will increase following the next resident survey.

4.6 Following significant progress against the action plan within the current Play and Urban Games Strategy, an addendum to the document is being prepared. This will consider revised guidance issued by Government and Play England, but mainly seek to review progress and update the action plan. The Area Committee may be aware that as the Play Pathfinder developments are finalised in March 2010, work has started to determine the process for prioritising sites the next phase of developments. Elected Members have previously been asked at Area Committee for their views on possible next steps for play development, however no suggestions have been forwarded to date.

4.7 The Committee is requested to provide feedback on locations they consider would benefit from future investment in play provision.

5.0 Other Consultation

5.1 'Wellness...it's a walk in the park' Programme

Providing the city's residents with opportunities to be physically active is a primary aim of the Wellness Service. In recent years the development of Wellness Centre's, community based activities, exercise classes and a host of prevention and intervention services have reinforced the role of the Wellness Service as the city's primary provider of physical activity opportunities.

5.1.1 Phase 1 of the Walking Programme will see the launch of the 'Wellnessits a walk in the park' programme. Phase one consists of 'way marked' walking routes

within ten city parks. Walks for the West area of the city have been planned from Silksworth Sports Complex and Barnes Park (from Easter 2011).

5.1.2 Depending on the size of the park, the marked walk routes are approximately 1, 2 or 3 miles in distance and are suitable for walkers, runners, wheelchair users and pushchairs. The launch week is scheduled for 6-10 April 2010.

5.1.3 Phase 2 of the programme aims to expand the walking routes to incorporate other areas of interest within the geographic area. **To assist with the preparation of Phase 2, the Committee is requested to provide feedback on possible locations or routes they consider would benefit from inclusion.**

5.2 Active Sunderland Project

5.2.1 The Active Sunderland Project operates in all areas within the city, with the main purpose of increasing participation in sport and physical activity, but also raising awareness of local and city wide opportunities to be active. The team of Activators have been working with a variety of community organisations and local businesses, to reach out to residents and support them in being active. In addition, the Active Sunderland Bus provides the Activator team with a base from which they can operate in public spaces and organise local events. The Active Bus contains health and fitness testing equipment, allowing the Activators to offer health checks and raise awareness of the benefits of a healthy lifestyle.

5.2.2 Considerable work has been undertaken to highlight suitable locations for the Active Sunderland Bus visit and also platforms from which the Activators can operate, there may be many other venues which could be accessed to extend the project.

5.2.3 Within West Sunderland, the Active Sunderland Bus has already accessed:

- Pallion Retail Park
- B&Q Warehouse
- Sainsbury's Supermarket
- Silksworth Sports Complex
- Pennywell Shopping Precinct

5.2.4 In the coming weeks, the Bus will return to Bede College Campus, Pennywell Community Association, Pallion Retail Park.

5.2.5 **The Committee is requested to provide feedback on possible locations they consider would benefit from the Active Project and the Bus visiting.**

6.0 **Conclusion**

6.1 The Area Committee are requested note the content of this report and provide feedback on the proposals outlined within the report.

7.0 **Background Papers**

7.1 The following background papers were relied upon to compile this report.

- Leisure Facilities Research 2004
- New National Performance Framework for Local Government 2008
- Play Pathfinder Terms and Conditions 2008
- Sustainable Communities Scrutiny Committee Report February 2010

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APPENDIX 1

Sunderland West pitches

Site name	Community use	Senior football	Junior football	Mini-soccer	Synthetic
Academy 360	Yes	1			1
Barnes Park Extension (Tay Road)	Yes	2			
Broadway Junior School	No		1		
City of Sunderland College	No	1	1		
East Herrington Primary School	No		1		
Farringdon Community Sports College	Yes	2			
Farringdon Primary School	Yes		1		
Ford Quarry	Yes	2		6	
Grindon Hall Christian School	No	1			
Hasting Hill Primary School	No		1		
Havelock Primary School	Yes		1		
Highfield Community Primary School	Yes		1		
Hylton Road	Yes	3			
King George V Playing Fields	Yes	3			
New Silksworth Junior School	Yes		2		
Plains Farm Primary School	Yes		3		1
Richard Avenue Primary School	No		1		
Sandhill View School	Yes	2			1
Silksworth Recreation Park	Yes	1			
Silksworth Sports Complex	Yes	3			2
South Hylton Playing Fields	Yes	2			
South Hylton Primary School	Yes		1		
St Anne's RC Voluntary Aided Primary School	No		1		
St Cuthbert's RC Voluntary Aided Primary	No		1		
Sunningdale School	Yes		1		
Thorndale Road	Yes	1			
Thorney Close Primary School	Yes	1			