

PEOPLE PRIORITIES

	Area Priority	Proposed Action	Lead Agent	Progress
1	Improving Health and Wellbeing - detail within West Health Plan on Page (developed in partnership with Public Health and Sunderland Clinical Commissioning Group)	1. The city approach to an Active Sunderland commenced in 2014/15 and will be developed over the coming years. West Area Committee will support the Active Sunderland approach working with others towards the same collective aim to support delivery of outcomes.	All	Linked to Maximising Green Spaces - West Place Improvement Delivery Plan - improving places and spaces to encourage physical activity - walking, running, playing. Area Committee in October 2015 agreed the theme for a large-scale event in the West during 2016, which will focus on physical activity, health and wellbeing linking with the Rio Olympics in 2016.
		2. Monitor the outcomes of the West Health Programme Mental Health and Wellbeing VCS delivered projects and ensure the outcomes and lessons from the projects are directly fed into the SCCG and Public Health Live life well programme to influence current mental health and wellbeing pathways and methods of communication and engagement	SCC, VCS, CCG	Learning from the projects continues to be collated, update presented to September People Board. Lessons learnt to-date have influenced the development of the West Community Helpers project, working directly in partnership with the SCCG and the Live Life Well Service. Specifically the Sporting Memories Network project is now working with schools to encourage inter-generational activities and also supporting the West Event during 2016.
		3. Improve diagnosis of Dementia through awareness raising across communities; creation of Dementia Friendly Shopping Centres within the West and working with large multi-nationals and West employers to ensure they are supportive	SCC, Public Health, SCCG, VCS	Community Helpers Project - presented to Area Committee in October 2015 (see Finance Report) for approval of call for projects. The Community Helpers as part of their role would look further at innovative ways to improve health and wellbeing, working closely with the Live Life Well Service and SCCG to ensure pathways are developed and improved. Also see Enterprise update. The Community Helpers will become trained Dementia Champions as well as encouraging wider VCS groups across the west to become more Dementia friendly.
		4. Continue to deliver the Healthy Lifestyles project and work with schools to influence and further embed physical activity programmes within Schools linked to School Games Organisers and the LAF Team	SCC, Schools, LAF Team, School Games Organisers	October Area Committee reviewed proposals to broaden the outcomes of the healthy Lifestyles project and to extend the project up to and including December 2016. Healthy Lifestyle Co-ordinator heavily involved with the developing proposals for a large-scale health and wellbeing event in the West during 2016.

		5. Reducing Social Isolation working closely with the SCCG to deliver a range of projects which ensure West GP's and formal health pathways consider the positive contribution of the West VCS	VCS, CCG, GP's, SCC	Community Helpers Project - presented to Area Committee in October 2015 for approval of call for projects. December Area Committee to approve the six Community Helper applications to enable the project to commence delivery from 7th December 2015, for 18 months.
		6. Services for young people in relation to sexual health, mental health and use of drugs and legal highs	SCC	Understand the outcome of the recent Scrutiny Review in relation to legal highs; Consult youth providers in the area to understand the issues currently for young people in relation to sexual health and mental health and look to work in partnership to address issues.
2	Activities for Young People	1. Elected members to support the Youth Operational Group and receive regular updates on youth activity delivery	SCC	Members to be consulted upon the Winter 2015/2016 programme during October 2015.
		2. Influence and support the delivery of youth activity in the West, considering holiday hunger.	SCC and Youth Providers	Area Committee funded Holiday Hunger Pilot Scheme (along with all other Area Committees), across the West to supply additional food resource to children during the six week holiday period. Feedback from the scheme was shared with committee to ascertain need and future requirements to address need, linked with activities and programme already being delivered within communities. Committee agreed to utilise the underspend from the project to support the most vulnerable families across the West during Christmas 2015.
3	Improve the employment prospects, aspirations and opportunities for West residents from -9 months to end of life	1. Improve the employment prospects and opportunities of communities in the West, strengthening and promoting partnership working between schools and employers to improve career advice, skills development and enterprise	SCC, Schools and VCS	A proposal was developed and presented to People board in November. The proposal entitled WIRES 2, builds upon the success of WIRES and extends its remit to work with younger people from 14 years of age upwards, linking the job market opportunities within Sunderland and future growth within sectors, to ensure communities and our most vulnerable young people are best placed for local opportunities. Working with local employers and large-scale businesses to make firm connections with schools.
		2. Monitor the delivery and outcomes of the Apprenticeship Scheme, West Work Experience and the WIRES Project and review further options for skills support within the West Area - utilising the West Business Diagnostic	SCC, Schools and VCS	Regular meetings continue to be held with providers to ensure projects deliver outcomes required and also to capture lessons learnt to inform future project development (such as WIRES 2 noted above) and deliver to maximise opportunities to improve outcomes for West residents.

		3. Attract external funding into the West	SCC, VCS	External funding opportunities and application advice and information collated for the West Area - circulated to all West VCS organisations to support their thinking. Ward meetings held with members and area arrangements team to also discuss opportunities for joint working to attract additional 'in-kind' funding.
		4. Following the West Community Job Clubs, continue to understand the lessons learnt and develop a 'Community Helper' model which enables communities to develop their skills to support each other - through advice, guidance and signposting - particularly focusing upon the impacts of Universal Credit and requirement to manage budgets as well as access and ability to utilise ICT. Influence the programme to develop improving effective digital skills across the West.	SCC, VCS	People board reviewed Community ICT resources and available ICT support within the West. The board recognises that hard to reach individuals require specialist and intensive support to move closer to the labour market. • Community Helpers Project - The Helpers as part of their role would look further at innovative and community learning courses to engage residents in learning.
		5. Monitor the implementation of the Sunderland Council Local Support Framework and identify potential gaps across the West of the city in preparation for the roll out of universal credit. Understand how the Sunderland Council led Complex Needs Survey is being undertaken and how support can be programmed to utilise the resources available across the West VCS Network.	SCC, VCS, DWP	Updates on Universal Credit continues to be presented to People Board to ensure members understand and are able to influence the Local Support Framework. All member sessions were also held in October and one to one sessions offered to members via People Directorate as the first phase of Universal Credit is rolled out. Community Helpers will support development of literature / information resources to be included within crisis intervention / food parcels to ensure that vulnerable residents are aware of the support available to reduce the cycle of poverty and encourage self-help wherever possible.
		6. Monitor and review delivery of the West Enterprise Scheme in the West to ensure businesses are growing & improving moving from the broader personalisation agenda to a 'Neighbourhood Level West Enterprise Scheme'	SCC, Local Businesses	Options presented to September People Board to develop a Neighbourhood Level West Enterprise Scheme. Options to be developed and presented to People Board in January 2016. The neighbourhood scheme must link with existing activity to maximise effectiveness and opportunities for West residents.
		7. Review the completed diagnostic of the businesses within the West to identify and inform how enterprise and utilisation of skills can be supported in the West. Link to the Community Champion signposting model. Business diagnostic to be used to understand how employers and businesses in the West could support wider priorities such as becoming Dementia Friendly; Supporting Apprenticeships; Work Experience; Workplace Volunteer Programmes.	SCC, Local Businesses	Update presented to September People Board. West Business directory to be shared with schools and local VCS organisations to maximise work experience and apprenticeship opportunities.

4	Influence the design, delivery and review of People based services devolved to Area Committee	1. Education and Skills Strategy and developing relationship with Schools with a particular focus upon work skills, vocational qualifications and opportunities to prepare young people to move into employment and raise their personal aspirations to succeed. Understand the impact of poor mental health and wellbeing in relation to young people's aspirations to move into secure employment and personal development	SCC & Schools	Linked to development of West Neighbourhood Enterprise programme. Also the additional outcomes for the Healthy Lifestyles Project (October Area Committee Item 5) will continue to gather intelligence in relation to the impact of poor mental health in relation to aspirations and personal development.
		2. The Sport and Leisure Joint Venture (Sport and Leisure Management SLM) - understand the implications for the West area	SCC/SLM	Active Sunderland approach presented to the People Board in July 2015, explaining the joint venture working arrangements and potential capital improvements for Silksworth Sports Complex. Further updates will be presented to People board in January 2016. Active Sunderland met with all Area Chairs in November to continue dialogue and obtain community intelligence from Councillors in relation to service delivery standards to-date.
		3. The Care Act and the potential implications for communities within the West	SCC	Shared with VCS network to enable the VCS to understand the implications of the Act.
5	Influence and encourage heritage activity in the West	1. Hold the West Heritage 3 Day Event in 21-23 May 2015	SCC, VCS, Key Partners	Delivery of a safe, well attended & successful event. Boards discussed potential opportunities to host an event during 2016. October 2015 Area Committee agreed to fund an event in 2016. Dates confirmed 30.6.15 to 2.7.15, event to be held in Barnes Park, theme is Healthy Lifestyles and Road to Rio (linked to the 2016 Olympics).
		2. Encourage further local heritage and history groups to develop activities and infrastructure projects which bring together communities to reminisce and inspire future generations to take pride in their local area - particularly taking advantage of the West's Industrial Heritage. Linked to maximising green space plan and It's your neighbourhood.	SCC, VCS, Key Partners	Work with the Library service to develop a programme of reminiscence sessions across the West area linked to green spaces as well as local areas of interest. Development of outdoor Story Chairs for various locations to be confirmed within the West. Looking into installation of Art Work across the West.