

23rd APRIL 2012

REPORT OF THE CHIEF EXECUTIVE

EAST SUNDERLAND ANNUAL REPORT 2011/12

1.0 Why has it come to Committee?

- 1.1 At its meeting in May 2011, the Area Committee agreed the work plan for the 2011/12. It was agreed that the April 2012 meeting would consider the Area Committee's 'Annual Report'.

2.0 Background

- 2.1 The Annual Report at Annex 1 provides a snapshot of the Area Committee's work over the 2011/2012 municipal year. There has been some major achievements and success achieved throughout 2011/2012 and changes implemented in the way the Area Committee operates has seen a greater alignment with priorities and a clearer focus on delivery.
- 2.2 The Annual Report celebrates the success and achievements and further suggestions have been made to continue to build upon successes based upon lessons learned throughout 2011/2012.

3.0 Recommendation

Committee is requested to:

- i) note and agree the content of the Annual Report and the Performance Report, as set out in Annex 1 and Annex 2

Background papers

East Sunderland Area Committee's Work Plan 2011-12
Area Committee's Handbook
SIB Quarterly Monitoring Returns
Community Chest Application forms
East Sunderland's Area Needs Assessment

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Annex 1

East Sunderland Area Committee Annual Report 2011/12

Annex 2

East Sunderland SIB Performance Report 2011/12

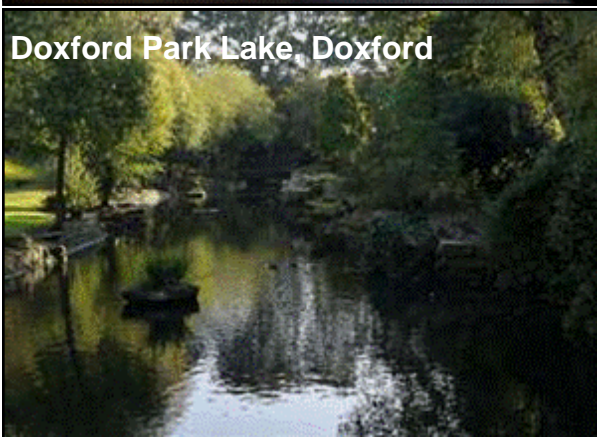
ANNUAL REPORT 2011/12



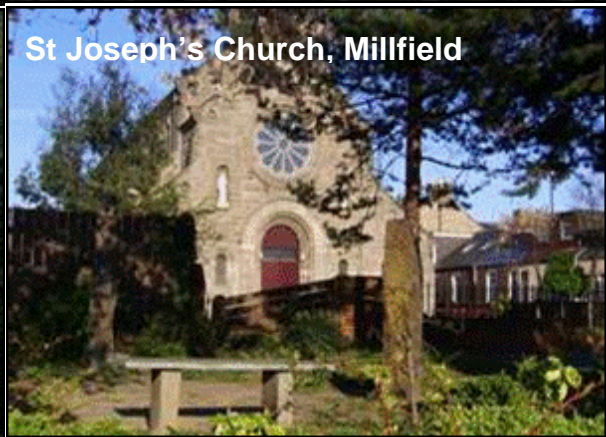
Ryhope Beach, Ryhope



Backhouse Park, St Michaels



Doxford Park Lake, Doxford



St Joseph's Church, Millfield



The Port, Hendon



River Corridor, Millfield



Ryhope Pump Station, Ryhope



Hendon Beach

Executive Summary by the Chair of East Sunderland Area Committee

At the beginning of this financial year East Sunderland Area Committee set out its priorities for the year ahead and developed a Work Plan for 2011/2012 to monitor actions against these priorities. Those priorities included:-

- cleaner and greener streets,
- supporting the introduction of coastal path,
- increasing employment and enterprise opportunities and access to welfare advice,
- improving public transport,
- delivering positive activities to children and young people during school holidays and develop junior youth clubs and
- reduce overall crime in East Sunderland by 2%.

The Committee and its partners invested a total **£764,648**, (£446,177 of Area Committee's SIB and £318,471 partner contributions) into activity to support the delivery of LAP priorities and improve the quality of life for local residents.

Throughout 2011/12, we have worked hard to ensure that we get value for money and maximum benefit from our resources. We have allocated funding to organisations which helped deliver the priorities outlined above. 79% (target was 80%) of the Strategic Initiatives Budget (SIB) has been successfully allocated to those key priorities, which is an improvement of 28% on last year, which shows great progress on how we as a Committee are proactively allocating our area funds against our priorities. When awarding grants we focused on partnership working, which has ensured residents and the Voluntary and Community Sector (VCS), via East Sunderland VCS Area Network have helped to deliver local activity. This, in turn, has encouraged a wide range of organisations to support the work of Area Committee.

Through the **cleaner and greener streets** priority we aligned £36,000 towards the delivery of a Walk and Talk Programme. My colleagues, the local Councillors, led the way with partners and residents walking the streets to identify local issues and agree solutions. Over 175 issues were identified for action, this work was further complemented by the Love Where You Live campaign, which saw over 20 events and 60 volunteers from the East VCS Area Network get involved in practical exercises to improve our streets, for example, litter picks and removing graffiti.

In support of the **employment, enterprise and welfare advice** priority we commissioned £124,392 worth of activity aimed at targeting families and people not in receipt of benefits, who reside in East Sunderland, so far it has helped 30 people move into employment, 19 businesses start up and 177 people receive access to welfare advice and support.

Area Committee has a key role in influencing service delivery to ensure the specific needs of the local area are met. Over the last year, we have worked to inform and influence services delivered to children and young people in the East area. Under our **youth and teenager** priority we drove the way forward in implementing the City's first joint surgeries between Councillors and members of Sunderland Youth Parliament, engaging with young people from across the East area in local secondary schools and youth clubs, this will continue as it has now formed part of core services provided by Children Services. In addition, the need to provide at least one junior youth club per ward has been built into the commissioned ward contracts, as from March 2012. This is down to all Area Committees identifying this as an area for improvement regarding front line service provision. Our own Youth Task and Finish group delivered a joint initiative with funding from Children Services, commissioning £75,000 worth of activity via the VCS, so far, 807 children and young people have benefited from participating in positive activities during school holidays or by being involved in one of the newly established junior youth clubs.

Thanks to a strong partnership approach in **tackling crime**, from Northumbria Police, Tyne and Wear Fire and Rescue Service and indeed ourselves as a Council, we have seen an overall reduction of crime across the East Sunderland by 6.1% and Central Sunderland by 6.3% (target was 2%).

Other key achievements I would like to acknowledge include:

- The continuous commitment and hard work of our East Sunderland VCS Area Network, and the tremendous dedication of volunteers who have enabled this Committee to deliver key actions against the majority of our priorities in our work plan.
- The joint area work delivered by Eden Vale and Thornhill Project Group, in helping to deliver a cohesive youth programme, community events and develop a webpage to share information with local residents.
- The supporting infrastructure behind the scenes of Area Committee, for example, Community Chest panels, East LMAPs, Task and Finish Groups, Community Cohesion Networks and East VCS Area Network.

I'll like to thank all the Councillors, partners and officers who meet up outside of Area Committee and who have worked hard over the last twelve months to make sure East Sunderland Area Committee made a difference.

A special thank to the Vice Chair for his support towards myself as Chair, but also co Chair of the Area Network and several Task and Finish Groups.



Cllr Ellen Ball, Sunderland East Area Committee, CHAIR

Introduction

Area Committees are appointed by the council to ensure improved service delivery at a local level in the context of best value and more efficient, transparent and accountable decision making. They deliver this role through:-

- leading on the development and delivery of Local Area Plans (which are subject to Cabinet approval) and identifying all main priorities for the improvement of an area.
- monitoring the quality and effectiveness of services delivered by the council and other main providers in the area, and
- Actively encourage local residents to become involved in decision making on matters which affect them.

Area Committees work closely with council officers, external partners, voluntary and community groups and local people in both the development and delivery of Local Area Plans and in doing so ensure that strong and consistent links are made between local and city-wide plans and the overarching commitments of the Sunderland Strategy. The plans help to develop and shape services to address need at an area level.

Community involvement and engagement is at the heart of everything Area Committees do and, throughout the year, when identifying what actions need to be taken to deliver the priorities, committees consider the needs of local neighbourhoods and residents across all of the wards in their areas. Through consultation with residents, representation from the Voluntary and Community Sector (VCS) Networks or local people helping to deliver actions, a wide range of organisations and individuals are encouraged to support and influence the work of Area Committees.

Area Committees hold delegated budgets, Strategic Initiatives Budget (SIB) and Community Chest, which are allocated to projects and initiatives that can demonstrate that their work will support the delivery of the Local Area Plans and identified priorities which will improve the quality of life in the area.

At the end of each municipal year Area Committees produce an Annual Report which reviews and evaluates the degree to which it has successfully achieved its objectives and been effective in promoting Community Leadership. It considers what the key achievements have been, as well as, the performance of all projects and initiatives that have been awarded Area Committee resources.

Performance Update Against East Sunderland Area Committee Priorities 2011/12

The next section shows priorities selected by East Sunderland Area Committee for 2011/12, and how we have performed against what we set out to do. The priorities, outlined in detail below, are:

- Cleaner and Greener Streets
- Coastal Path
- Employment, Enterprise and Welfare Advice
- Public Transport
- Tackling Crime
- Youth and Teenagers

Priority: Cleaner and Greener Streets

What we set out to do

- It was identified during the consultation on the local area plan that key service requests for East Sunderland relate to: rubbish and litter lying around; refuse collection; noise pollution; graffiti; animal fouling; road and pavement repairs, the lack of greenery in certain areas and better use of land.
- Area Committee agreed to deliver activity to improve the local quality of life and increase public satisfaction in the area and to challenge service providers to improve the standards of service.

Achievements delivered

- In May 2011, £36,000 SIB was aligned to support the delivery of action against the priority.
- Area Committee introduced a Walk and Talk programme, providing the opportunity for members to meet up with residents, officers and partners to discuss and identify ways to enhance the environment within the neighbourhood. The picture below shows an example of an issue identified during a session.

BEFORE



AFTER



- The programme consisted of 20 walk and talk sessions, one session per ward each quarter, in addition to 2 City Centre walk and talk sessions.
- Ward Councillors led the Walk and Talk programme, agreeing the routes and dates for sessions throughout 2011-12, with East Sunderland and City Centre Area Response Managers (ARMs). Sessions included a variety of partners, for example, Neighbourhood Police, Fire Service and East Sunderland VCS Area Network representatives and the general public and traders.
- Over 15 issues were raised in the City Centre. Examples of outcomes include painting pedestrian barriers, removal of graffiti, shrub clearance, environmental enforcement action, gum removal and negotiating with city centre traders to remove weeds from roof tops and facia.
- A total of 160 issues have been identified across the remainder of East Sunderland, ranging from quick wins, i.e. installing a litter bin, to more longer term projects, such as, developing the land at the front of St Marks Church in Millfield to improvements to Sea View Road.

Walk and Talk sessions 'in action'



Millfield Walk and Talk



Hendon Walk and Talk

- In September 2011, Love Where You Live campaign was launched with volunteers and partners getting involved in local projects from bulb planting, shrub clearance, painting, graffiti removal and litter picks. Over 20 events have been delivered across the wards to improve communities, involving over 60 local residents, school children, local business and statutory partners all of which volunteered to help out, because they 'love where their live'.

Examples of Love Where You Live Projects



Love Where You Live In Ryhope



Love Where You Live City Centre

- East Sunderland and City Centre ARMs provided Area Committee with updates on street scene services being delivered across the area including any new initiatives, for example, Britain and Northumbria in Bloom 2012 and the environmental apprenticeship scheme.
- Greenspace Topic paper consultation identified a development opportunity at the Old Ryhope Colliery Site, an extensive investigation into the feasibility of developing a Diamond Jubilee Wood was carried out, in partnership with Woodland Trust, but unfortunately it was not possible to proceed, however the investigation did provide a chance to build relationships with the Woodland Trust and promote access to their funding streams to improve greenery across the area.
- Area Committee examined and discussed the selective licensing scheme and neighbourhood management in Hendon presented by Health, Housing and Adult Services and have agreed to keep a watching brief on the scheme.

Key Priority: Coastal Path

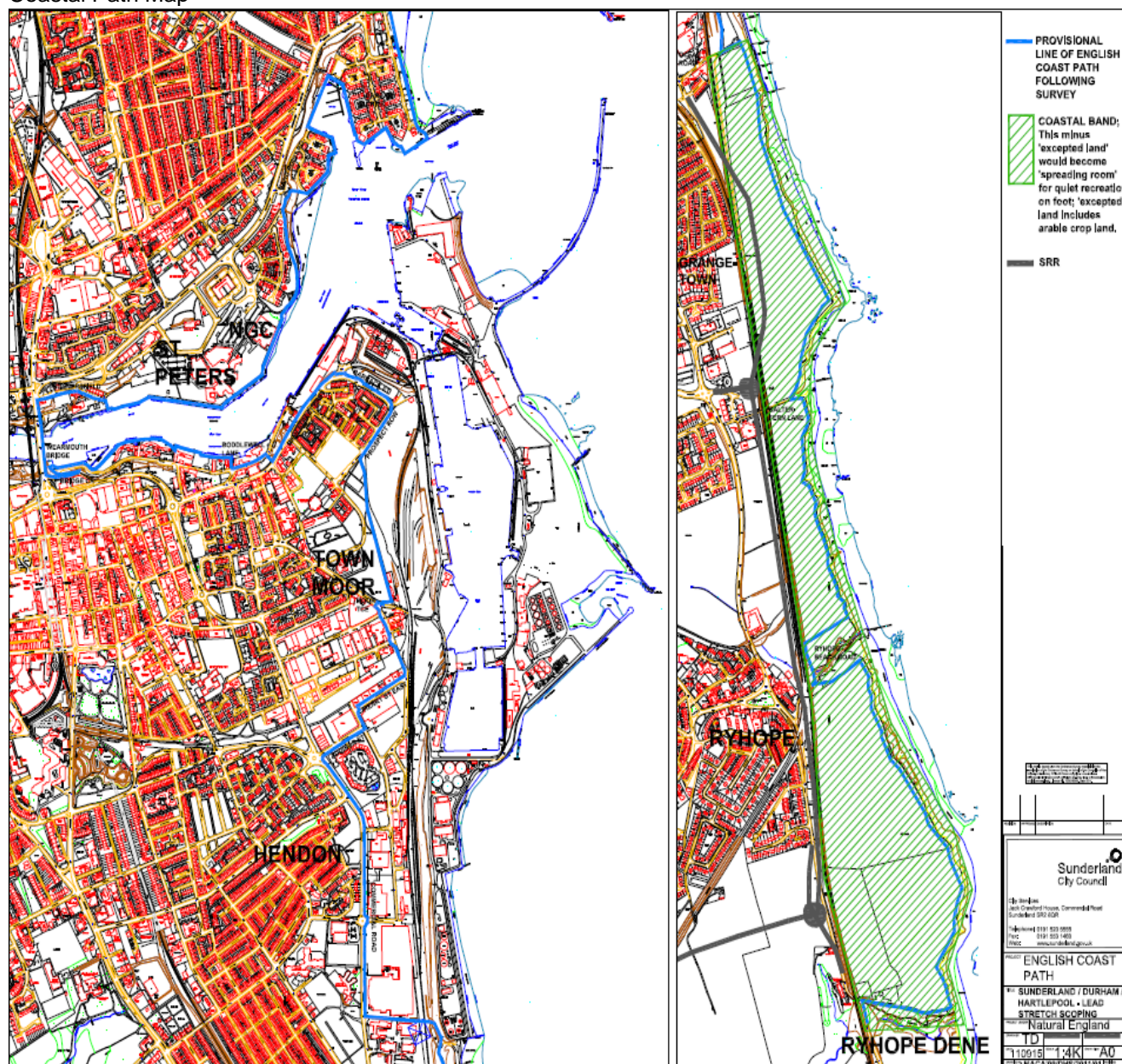
Key Information

- The Marine Coastal Access Act (MCAA) will ensure, that by no later than 2015, a pedestrian coastal path will run from Seaton Carew to South Bents, into Ryhope and onto Hendon and Roker. Under the MCAA Natural England is the lead with statutory implementation duties. Which requires Natural England to work in partnership with Durham, Hartlepool and Sunderland Councils and Durham Heritage Coast Partnership

What we set out to do

- Consider how to connect the path to the community and identify a suitable route through Ryhope and Hendon wards, from Seaham up into North Sunderland.
- Develop access points onto the beach for residents or visitors, including car parking.
- Support the development of 'better than basic' signage, way points and interpretation boards.
- Raise the profile of the beaches, historical aspects, nature and wild life.

Coastal Path Map



Achievements delivered

- In July 2011, a Task and Finish group was established, terms of reference agreed with meetings held bi-monthly.
- In September 2011, members of the Task Group walked the route and indicated a number of considerations. i) The group felt that the draft route of the path could be improved, suggested modifications were proposed, discussed and agreed by Area Committee and then submitted to Natural England for consideration, which were later endorsed in January 2012. ii) To the rear of Hendon promenade, the land formerly known as the Edward Thompson Paper Mill was identified as an opportunity to encourage development of the derelict site to enhance the environment in and around the area/route of the path. In July 2011, an outline planning application was approved to redevelop 10.62 hectares of land, opening up the door for future developers to invest in the site. iii) Along the river corridor a potential issue with cladding on the retaining wall at Panns Bank and another wall at the road to the water side promenade/parking area was discovered. Improvements and safety works to the cladding and wall have been carried out by City Services. There is now the potential to improve the appearance of this area with art work by working in partnership with Sunderland University and World Heritage Team.
- In September 2011, East VCS Area Network organised a beach party at Ryhope, with over 60 local people participating. Despite adverse weather conditions the event went ahead in Ryhope Community Association with pirates, mermaids, fishing, football, street theatre, messy play and face painting.
- In November 2011, a draft mapped route of the English Coast Path was produced and shared with partners and East VCS Area Network.
- Work continues on gathering information for the mapping exercise, which will identify i) what assets we have in the area ii) consider the historical development the area has faced and fundamental characters, including landmarks, views and vistas and iii) ecological and geological information on the countryside, nature and wildlife in existence along our coastline. The information may then contribute towards the development of better than basic signage, via interpretation boards at key points along the route.
- Discussions are ongoing in terms of developing access onto the beach, along with car parking spaces, as well as considering developing a viewing point which will allow visitors to see the sea, access into the Port of Sunderland, as well as, views up and down the river corridor.
- No budget has been allocated against this priority, however there is a decision pending on an application from Durham Heritage Coast Partnership for £50,000.

Key Priority: Employment, Enterprise and Welfare Rights

What we set out to do

- Merge employment and enterprise priority from 2010/11, with access to welfare rights, the aim being to increase employment and enterprise opportunity.
- Deliver a 'call for projects', inviting organisations to submit funding applications against two project briefs, with a budget of £125,000:
 1. Employability support to individuals not eligible for support under the new Work Programme.
 2. Working with Families to encourage generations of unemployment into work.
- Embark on a short programme of Committee updates and discussions over the next nine month period that will allow Committee members to receive information and influence developments at key points within the service improvement activity, linking into the Information, Advice and Guidance (IAG) Review as well as focusing on some specific elements of welfare rights activity.

Achievements Delivered

- In May 2011, under SIB 'call for projects' governance two organisations were commissioned to deliver activities aimed at increasing employment, enterprise and access to welfare advice. It was agreed that the two projects would be promoted through the East VCS Area Network in order to facilitate sharing of information, networking opportunities and delivered on an outreach basis.



SES new offices



Job fair

Sustainable Enterprise Strategies (SES) were commissioned to deliver for 'Employability support for people not in receipt of benefits'. Revenue funding was awarded to provide employment, enterprise and in-work money advice support to residents of the East Area who are unemployed and not in receipt of benefits but who would be better off in work or enterprise. This included all aspects of: Business start-up advice and business planning, employment information, advice and guidance including all aspects of job search, job applications and interview techniques and in-work benefit and money advice. Since the launch: 21 people have moved into employment, 16 businesses have been set up, 101 people have received access to advice and support, 4 community events have been held.

SES: Case Study - Claire

Claire returned from working away in New York with her young family and was unable to secure work for herself or her partner. She had been unemployed for 15 months when she started working with SES. She worked as a fashion designer in New York and was interested in starting a business manufacturing a luxury weaved Hug Blanket for mother and baby. She wanted to use Alpaca wool and sustainable sources to make her business environmentally and community aware, work on the business plan is ongoing. In addition, Claire had a second idea of starting belly dancing classes as she was a teacher of Egyptian Belly Dancing in New York. The SES advisor helped her to find venues, plan sessions and prepare paperwork such as signing in sheets and registration sheets for her business. She started the classes in September 2011 with classes at Club Zest in Fulwell and St John's Methodist Church in Ashbrooke. Claire has expanded to 3 classes per week in Leechmere, Thorney Close and Fulwell and her customer base is growing steadily.

Sunderland North Community Business Centre (SNCBC) were commissioned to deliver the 'Working with Families' Initiative. Revenue funding was awarded to provide a Family Initiative (FI). The project provided a 'whole family' approach progressing from unemployment and benefit dependency towards work or self employment. It is modelled on the Family Employment Initiative that S.N.C.B.C. has delivered successfully in the Coalfields area of Sunderland since 2008. Since the launch: 9 people have moved into employment, 3 businesses have been set up, 76 people have received access to advice and support, 4 have commenced studying for qualifications and one young person has moved out of NEET.

SNCBC Case Study - Paula

Paula visited the Job Linkage delivery site at St Ignatius as she was considering returning to work after acting as the main carer for her terminally ill mother and therefore unable to consider working.

Paula accessed the ICT facilities and gained advice on downloading information regarding a course and application process which was being offered by an employer in a telephone sales environment. She spent time discussing the opportunity with an advisor to understand the role and working environment as this was not an occupational area she had any experience with. She received support to send her submission to the employer.

Following an interview Paula was successful in gaining the job which she feels has helped to boost her confidence and has helped her identify skills she holds which she is able to utilise within the workplace as well as learning new occupational skills through the employer training. The income she is bringing into the household means her husband has not got to work so much overtime in his job and they can spend more time together with their two children.

- Throughout July 2011 to January 2012, Area Committee examined and discussed the ongoing council wide Information, Advice and Guidance (IAG) review, including the future role for 1st tier advice contracts being awarded in East Sunderland to provide an East Sunderland perspective. The IAG review considers the way that the council intends to deliver all information, advice and guidance in the future. Area Committee provided feedback and information on the unique aspects of the area which should be considered as part of the review and nominated organisations and community venues, across East Sunderland that would be able to provide self service options for customers.

Key Priority: Public Transport

What we set out to do

- Improve the standards of service and levels of public satisfaction and trust in local public transport by consulting, engaging and involving local people in the development and delivery.
- Establish a formal structure to feed residents and VCS concerns about public transport through from East Sunderland into Sunderland City Council and Nexus.



Public transport



Park Lane Interchange

Achievements delivered

- In May 2011 a Task and Finish group was established and Nexus became a member of Area Committee.
- In September 2011, using existing community structures a pilot event was held in Ryhope to gather feedback from residents on public transport. The event was then evaluated, with a request to Area Committee to approve £500 to carry out similar events in each ward within the East area. The exercise, organised by East VCS Area Network and Nexus, provided opportunities for local residents to discuss concerns with ward Councillors and Nexus representatives in an informal environment.
- In November 11, information from the five events was collated and presented back to Area Committee by the Director of Nexus, information presented included where people lived in relation to existing bus routes, the bus services they mainly used, the top five locations in which they travelled to, along with issues and solutions on the way forward. This enabled relationships to be established between Nexus, Area Committee and VCS Area Network to continue to facilitate future discussions, as required.
- Partnerships have been established with welfare advice providers in the area, for example, Job Linkage, Sunderland North Community Business Centre and the Community Link shop in Hendon with Nexus attending a 'drop in' session with job seekers, providing information on travel tickets and savings. This is in addition to the already important links created by the Nexus Community Relations Officer with the employment agencies and VCS Network city-wide.

Key Priority: Youth and Teenagers

What we set out to do

- Increase the number of young people participating in positive activity and influencing local decisions.

Achievements Delivered

- Continued with the joint Youth Task and Finish Group from 2010-11, made up of Councillors, East Voluntary and Community Sector (VCS) Area Networks and Officers representation to deliver the East Youth Area Action Plan.
- To challenge negative perceptions of young people and celebrate positive achievements, joint surgeries between local ward councillors and young people were piloted across the East. Issues effecting young people were raised and addressed, for example, installing lights around and Multi Use Games Area (MUGA) in Doxford, inviting young people along to Hendon and Ryhope Police and Community Together (PACT) meetings for them to air their views and improving the landscape and appearance of The Hollow in Grangetown, in partnership with Gentoo.
- In January 2012, Children Services agreed to mainstream the joint surgeries into the role of the 'Youth Participation Officer', it is a clear example of how Area Committee has helped shape local services to fit local needs. Area Committee Councillors all agreed to support, participate and engage in regular joint surgeries across all five wards during 2012-2013.
- In July 2011, Area Committee prioritised two areas for improvement, these were, i) positive activities during school holidays and ii) junior work for 8-12 year olds. Under SIB 'call for projects' governance, five organisation were commissioned to deliver activities against these two areas, utilising joint funding from Children Services (£25,000) and SIB (£50,000).

Those Initiatives include:-

'Positive activities programme Doxford' lead by The Box Youth Project, which was awarded £13,000 and was launched in July 2011, since the launch in Doxford ward a Junior Youth Club is delivered each week during term time, with positive activities being delivered during school holidays, so far 145 young people have benefited from the project, with over 7 volunteering.

The Box Youth Project, Doxford - Case Study

The Friday night Junior Youth Club has been very successful – so much so that we have needed to split the group and run an additional junior session on a Thursday night. We have 30-40 children attending the project each week, drawn from two local primary schools. The children have taken part in a varied activity programme that has included cookery, arts and crafts, sport and music. SIB funding has also enabled the project to offer exciting activities for young people aged 13+ during school holiday periods



The Box Youth Project



Blue Watch Junior Youth Club

'E-clusive' lead by Hendon Youth Initiative was awarded £28,000 and was launched in July 2011, since the launch in Hendon and St Michaels, Junior Youth Clubs are delivered each week during term time, with positive activities being delivered during school holidays, so far 243 young people have benefited from the project.

Hendon Youth Initiative, Hendon – Case Study

A young man aged 17 informed the youth worker that before attending the youth sessions he used to walk the streets, but since joining the club he has completed the Junior Sports Leader award, he is currently working on his AQA in History Award and has visited Hadrian's Wall, and has participated in a team building residential at Bells Cottage. He became a volunteer at the centre, and has recently secured paid employment. This has really helped in boosting his confidence and giving him a focus in life.

Hendon Youth Initiative, St Michaels – Case Study

A young man aged 13. He has many personal and social issues which have impacted on his behaviour and attitude. The Youth Team provided practical and social support to enhance his personal and social development. His communication skills are increasing which allows him not to get too frustrated when dealing with 'situations'. He now regularly attends a local sporting club. This young person has demonstrated throughout his participation in the youth project, a clear improvement in his co-ordination and cognitive skills which will have a long term positive impact on his life chances and skills.

'St Marks Activity Zone' lead by St Marks Community Association was awarded £13,500 and was launched in July 2011, since the launch in Millfield a Junior Youth Club is delivered each week during term time, with positive activities being delivered during school holidays, so far 148 young people have benefited from the project.

St Marks Community Association – Case Study

Getting the Junior Club off the ground was difficult at the beginning, as many parents felt that older kids would be there at the same time, and they did not like the idea. Youth workers had to speak and reassure parents that the club was for 8-12 years old, and that the provision would be structured and safe. From then on the club has gone from strength to strength.

'Positive activities programme Ryhope' lead by Blue Watch Youth Centre, was awarded £13,000 and was launched in July 2011, since the launch, in Ryhope ward, a junior youth club is delivered each week during term time, with positive activities being delivered during school holidays, so far 135 children have benefited from the project with 3 young people volunteering their time to support the children with their engagement.

Blue Watch Youth Centre, Ryhope – Case Study

“Blue Watch Junior Group aims to provide a safe and inclusive environment where children enjoy opportunities for personal development, access to quality play, leisure and sports encouraging a healthy lifestyle and bringing together children from different social and geographical communities.

On Friday 23rd March 2012, Blue Watch Juniors were invited to take part in ‘Sport Relief’ activities taking place at Silksworth Youth Almighty Project. A friendly football match and a 24 hour ‘Cycleathon’ were just some of the activities on offer. The evening enabled children not only to raise funds for ‘Sport Relief’, but also to visit another youth centre to meet children, some of whom they will attend the local secondary school with over the coming years. Sharon Godfrey Senior Youth Worker Blue Watch Juniors ‘For a child visiting new places such as youth centre or transition from primary to secondary education can be exhilarating yet also frightening. Partnership workings, sharing resources and good working practice including outreach visits are ways that Blue Watch Juniors are assisting children with the many transitional experiences they face’.”

‘Future Goals’ lead by North East Sports, was awarded £7,500 and was launched in November 2011, since the launch, across the East, 41 new play services have been delivered during schools holidays, so far 136 young people have benefited from the project.

North East Sports, East Area – Case Study

“Emeraude approached us 4 months ago, at a session being delivered in Hendon, Valley Road. He had a natural ability to play football but had not had the opportunity to train and play before. SIB funding provided by East Area Committee gave Emeraude this chance. He continues to attend our sessions, but he has now developed the confidence to sign up for a local football team, which has raised his aspirations and ability to mix with other young people within his community.”



NE Sports – Junior Team



Positive activity during school holidays

Overall 807 children and young people have benefited from the East's call for project .

- Another positive example of how Area Committee have helped influence and shape service delivery is through raising the profile of the need for the Council to work with younger children, aged between 8-12 years old. This was picked up by other Committees across the City, and since April 2012, Children Services have included providing a ‘junior youth sessions’ as a condition of the ward commissioned contracts, in addition to the standard ‘minimum of three sessions per ward’.
- City Services encouraged children and young people to sign up to free Life card, which provides a level of discount to activities to Council sport, wellness and leisure facilities.

- Area Committee explored and discussed the recent review of Aiming High (services for disabled children and young people). Current levels of service delivery are to be mainstreamed in the immediate term.
- It was recognised that it that there was a low uptake from eligible families who qualify for free school meals (FSM), which affects the level of funding schools receive through the Pupil Premium. The Task Group connected with the Child and Family Poverty Strategy Group to increase the uptake of FSM within the East. A campaign was agreed to ensure families get access to their entitlement to FSM by families having to 'opt out', instead of 'opting in', potentially benefiting between 535 and 1418 children across the City.
- Approved a Refereeing Bursary Scheme targeting local residents to become football referees, to encourage future employment.

Key Priority: Tackling crime



Raid on property



Targeting metal thefts

What we set out to do

- To reduce key crimes identified for East Sunderland by 2%, these are: speeding and dangerous driving; burglary; car crime; criminal damage; ASB; most serious violent crime; violent crime; primary and secondary fire; hate and victimisation.
- Increase confidence levels in the community.

Achievements Delivered

- Continued with the Joint Task and Finish Group between all East area Councillors, Northumbria Police, Tyne and Wear Fire and Rescue Service and Sunderland Council. Aligned £74,599 SIB against the priority.
- Local Multi Agency Problem Solving groups (LMAPs) was strengthened with East Councillors and East ARMs becoming members of the refreshed East LMAPs.
- Reviewed Friday and Saturday Taxi Marshalling Scheme.
- Supported work to tackle wheelie bin and refuse fires.
- Speeding and dangerous drive is being tackled by the vehicle activation sign project.
- Nuisance Parking Working Group has been established, to look at the issue across the City and consider how as a Council we take enforcement action against people selling cars on grass verges, public footpaths and public car parks.
- In July 2011, Area Committee commissioned two organisations to deliver two projects aimed at reducing crime, under the SIB 'call for projects' governance.



Nuisance parking



Enforcement Warning

'Operation X' lead by Northumbria Police, was awarded £40,000 and was launched in July 2011 to tackle key crimes and reduce crime.

Northumbria Police – progress update

Since the launch several operations were delivered, these included, 'Operation Deal' targeted an increase in offences, between July and September 2011, it resulted in all crimes across the area being reduced by 12.8%, which equated to 119 less victims, with a reduction of 33.8% seen specifically in ASB, some 452 incidents less than last year. In total, 78 people were arrested and dealt with for various offences.

'Operation Ensure' provided extra cover between 6pm and 3am throughout October to December 2011, to reduce a rise in metal thefts. During the operation 54 persons were stop and searched with 123 arrests.

'Operation Kraken 4' provided additional police on the streets in the City Centre during the busy festive period. The operation provided a highly visible reassuring presence to residents, visitors and businesses.

'Operation Berry' was launched in February 2012 and is ongoing. This Operation has been resourced to deal with Youth related Anti-Social behaviour throughout the East sector. This issue has been entered onto the East LMAPS agenda and is ongoing, using a multiple agencies, with include local VCS youth providers, Council XL youth village workers, Streetscene and local housing associations. Both covert and high visibility patrols have been conducted, in partnership with the multi agencies, in order to identify and divert offenders into existing local youth provision. As at 31/03/12 Youth related Anti-Social behaviour has been reduced by 18.7% from 609 to 495. This is a significant decrease and achieves the reduction target substantially.

- In May 2011 the target was to reduce overall crime by 2%, it was actually reduced by 6.3% in Central Sunderland and 6.1% in East Sunderland.



Damage caused by a wheelie bin fire



Vandalised commercial property

'Championing the East' lead by Groundwork North East, on behalf of Tyne and Wear Fire and Rescue, was awarded £12,720. Revenue funding was awarded to reduce the risk of fires by delivering the 'Championing the East' project, which is a community approach to tackle arson and other ASB.

Groundworks North East – progress update

Since the project started Groundwork have been working with local residents, community groups and organisations operating in Hendon to raise awareness and to try and recruit residents on to the project. Currently there are 8 volunteers acting as adult community champions and 10 volunteers acting as younger community champions. 3 community events have been delivered to promote and raise awareness about the project and encourage support and participation. Meeting have been held with numerous agencies, individuals and organisations that operate in Hendon to raise awareness and promote the project. Over 700 leaflets have been distributed, Gentoo handed out over 1600 leaflets in their community newsletters and there have been 2 articles in community news to let residents know about this project. Dates have been finalised for both the adult training (8th and 15th May) and the young champions training (7th June). We are working heavily with young people from Sans Street Youth and Community Centre and Young Asian Voices. Other agencies include Gentoo, CHANCE, Back on the Map and different departments from within Sunderland Council. Our most recent event was a dodge ball/five aside event at Sans Street. Young mentors organised the event and it was attended by 16 young people. The event gave children from the area an opportunity to meet each other in an informal environment to take part in organised games. During the break we explained what the project was about, how we needed help from the community and what the benefits would be. The young people were very enthusiastic about Championing the East and are very eager to complete the training. The event was a success and it enabled us to recruit more community champions.

Finance

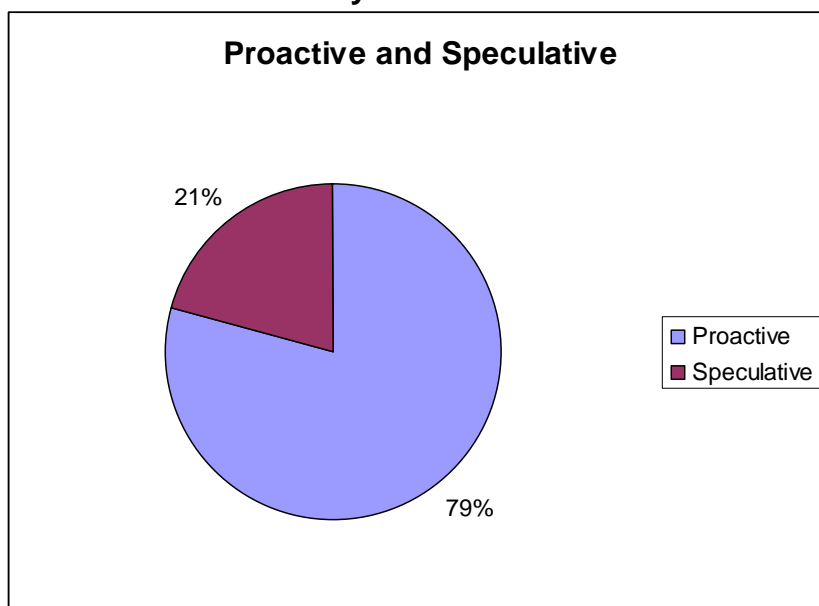
The East Sunderland Area Committee has successfully allocated more than £446,177 throughout 2011/12:

- Total **Strategic Initiatives Budget** allocated £404,986.
- Total **Community Chest** allocated £41,191.

Strategic Initiatives Budget (SIB)

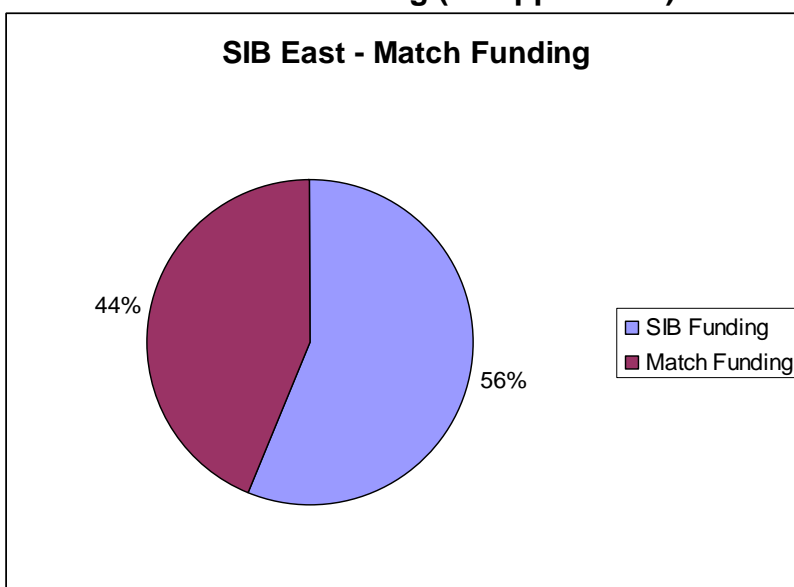
A total budget of £448,148 was available for 2011/12. Committee has allocated the budget to meet the priorities outlined in the Local Area Plan. The charts below provide an overview of proactively allocated funds, match funding attracted and priorities targeted.

SIB Proactively Allocated to Priorities



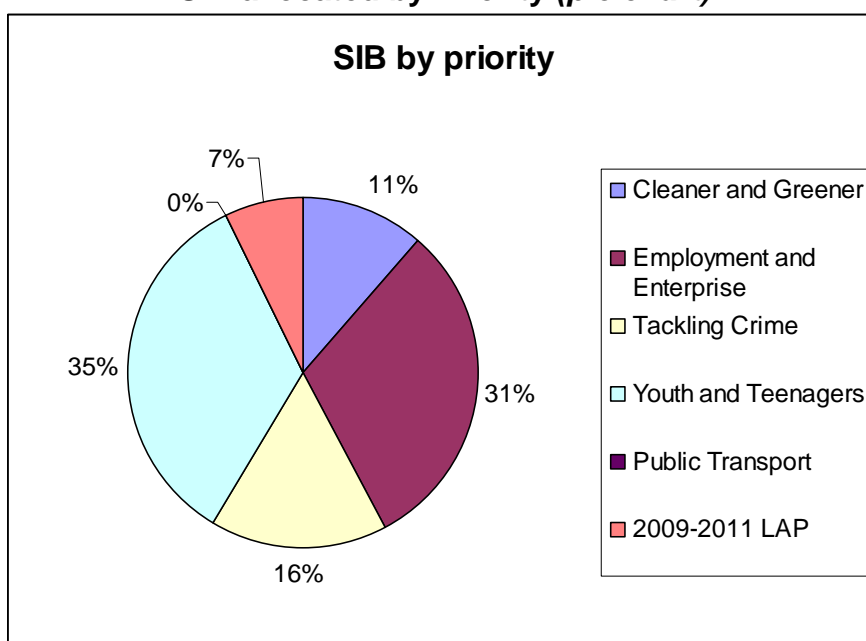
A total of £320,492 (79%) was proactively allocated to projects identified and developed by Area Committee. The remaining £84,494 (21%) was awarded to organisations that developed a project to meet an identified priority or need.

SIB/Match Funding (At Application)



A total of £404,986 (56%) SIB was allocated this year. Projects identified would collectively attract match funding of £318,471 (44%), giving a grand total of £723,457 available this year.

SIB allocated by Priority (pie chart)



The vast majority of funding was allocated specifically to the priorities identified at the beginning of the year. The chart above shows what proportion was allocated to each priority: Cleaner and Greener £46,000 (11%), Employment and Enterprise £124,678 (31%), Tackling Crime £66,224 (16%), Youth and Teenagers £138,656 (35%), Public Transport £500 (0.3%) and 2009-2011 LAP priorities £28,928 (7%).

Community Chest

Community Chest forms part of the Strategic Initiatives Budget and is allocated on a Ward basis. A total of £59,533 was available for 2011/12 of which Area Committee allocated **£41,191**.

Next Steps

An Area Needs Assessments (ANA) is currently under development to support Area Committees agree their priorities for 2012 -13. A snapshot of the ANA will be presented at the State of the Area Debate in June 2012. The aim of the snapshot is to assist Area Committees to decide on their future priorities, by building a picture of the area using key statistics and background information, along with identifying areas of strength and opportunities to develop.

The State of the Area Debate is following a similar format as the State of the City Debate, but delivered at an Area level. East Sunderland's Area Debate has been organised for the 11th June 2012. This will be an opportunity for Area Committees to show case examples of good practice in the area and request residents to inform future priorities by participating in a question and discussion session with the Leader and the Chief Executive being in attendance.

Information will be collated from the ANA and the Area Debates and presented to Area Committees in July 2012 to approve the Local Area Plans and priorities for 2012-13, with Cabinet approval being sought thereafter. A joint Annual Report highlighting the key achievements of all 5 Area Committees is to be presented to Full Council for consideration..

In September 2012, the outcomes from the State of the Area Debates will be reported into the annual State of the City Debate.

Annex 2

NB: If the project have reached or superseded the actual output target this is shown as green. If the output target is between 0-10% below, it is shown as amber. If the output target is more than 10% below the target, it is shown as red.

1. Walk and Talk Programme, SCC	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of events/programmes of work to improve appearance	17	20	G	£28,500	£23,705	R
No. of community or educational events held	17	20	G			
<p>The aim of the 'Walk and Talk' programme is to discuss and find ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents. Revenue funding was awarded to meet the costs of improving the appearance of the local area.</p> <p>All wards have now undertaken at least 3 Ward Walks and identified a number of required improvements. Whilst the majority of works have been completed within the parameters of mainstream funding, Ryhope, Doxford and Millfield Wards have identified larger works and allocated sizable portions of the available funding to the completion of such works. Ryhope has allocated approximately half of the available funding to works on Seaview and St Michael's has yet to allocate any spends.</p> <p>The project is live. There are no concerns to report about this project, as the underspend will be claimed during Q1 of 2012-13.</p>						

[illegible]

Priority: Employment and Enterprise

3. Employment Support for People Not in Receipt of Benefits, SES	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of community or education events held	3	4	G	£21,173	£20,433	A
No. of people accessing improved advice and support	110	101	A			
No. of people going into employment full time employment	28	21	R			
No. of jobs safeguarded	4	4	G			
No. of businesses established or current businesses supported	16	16	G			
<p>Revenue funding was awarded to provide Employment, Enterprise and In-work Money Advice support to residents of the East Area who are unemployed and not in receipt of benefits but who would be better off in work or enterprise. This will include all aspects of: Business start-up advice and business planning, employment information, advice and guidance including all aspects of job search, job applications and interview techniques and in-work benefit and money advice.</p> <p>The project has been successful in helping 21 people move into employment and has assisted with 16 new business start ups.</p> <p>The project has established outreach sessions at various venues through East Sunderland. It offers 'outreach on demand' services following referrals from FISCUS and Sunderland North Community Business Centre. 101 people have received access to advice and support through a combination of these sessions and a number of community events that have been held.</p> <p>The project has produced publicity materials and made these available in community venues. It is expected that staff may target neighbourhoods and make house to house calls to deliver leaflets to enable the delivery team to become more familiar with the target areas and to give the project have a greater understanding of which engagement methods are most effective.</p> <p>The project is live. There are no concerns to report about this project.</p>						

4. Working with Families, SNCBC	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people accessing improved advice and support	50	46	A	£8,332	£7,300	A
No. of people going into employment (FTE)	8	9	G			
No. of new businesses established or current businesses supported	4	3	R			
<p>Revenue funding was awarded to provide a whole family approach to progressing from unemployment and benefit dependency towards work or self-employment.</p> <p>The project has seen a lot of interest from the local community. The main activity has been running from St Ignatius delivery base offering group and individual guidance and employability training. This portfolio will be extended to more specific vocational training over the April to September 2012 period. An outreach delivery service will be held within Ryhope Community Association and is due to commence after Easter.</p> <p>Sunderland North Community Business Centre has been successful in securing a pilot to run the young peoples element of the National Careers Service and will be delivering this across the city. This will run parallel with the Working with Families project to ensure access to additional support for younger family members.</p> <p>Three new businesses have been established and the project aims to work closely with those residents while they are trading to ensure they are suitably equipped to overcome the many barriers new entrepreneurs face. The financial support element of the service has been important in enabling clients entering employment or self-employment to understand the 'off benefits' personal financial costs they will need to meet and their entitlement to such as Tax Credits. With recent changes to the tax credit system the project envisages that this element of support will be particularly important moving forward. The project is live. There are no concerns to report about this project.</p>						

Priority: Public Transport

5. One Voice, East Sunderland VCS Area Network	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of events/programmes of work to improve the appearance of streets	4	4	G	£500	£243	R
<p>Revenue funding was awarded to engage with local residents and groups to gather local intelligence and concerns directly from service users of public transport.</p> <p>A pilot consultation event was held at Ryhope Community Centre where 33 local residents participated in the consultation. Following this, public consultations were held in each of the four other wards in the area:</p> <ul style="list-style-type: none"> • 30th September 2011 St Michael's Ward – Grangetown Community Association - 3 completed Consultations • 5th October 2011 Hendon Ward – Hendon Young Peoples Project - 27 completed Consultations • 12th October 2011 Millfield Ward – St Mary Magdalene Church - 0 completed Consultations • 17th October 2011 Doxford Ward – Doxford Park Community Association - 6 completed Consultations <p>The findings of these meetings were presented to Area Committee on the 14th November. The Committee recommended that consideration be given to the figures and information provided and for findings to be reviewed after one year.</p> <p>The project is closed. The under spend of £257 will be used to deliver a community event via the Area Network.</p>						

Priority: Tackling Crime

6. Operation X, Northumbria Police	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of additional wardens	6	6	G	£30,000	£24,661	R
<p>Revenue funding was awarded to address the key crimes identified in the East: speeding and dangerous driving, burglary, car crime, criminal damage, anti social behaviour, most serious violent crime, violent crime, hate and victimisation. It is proposed to support the target of Northumbria Police to reduce the above crimes by 2% over the next 12 months, with an additional target to increase detection rates across all crimes by 0.5%.</p> <p>Youth related Anti-Social behaviour has been reduced by 18.7% from 609 to 495. This is a significant decrease and achieves the reduction target substantially.</p> <p>Burglaries from dwellings have decreased by 35% as a result of the project. It has also earmarked an allocation of the funding to address the trend of burglaries from sheds and scrap metal thefts.</p> <p>Sunderland Central has had a significant reduction in shoplifting; however other areas have shown an increase. This is thought to be due to the recession however efforts are continually being made to reduce shoplifting.</p> <p>Anti-social behaviour has reduced considerably throughout the East, this is thought to be complemented by the many diversionary projects (such as youth provision) happening in the area.</p> <p>The project is live. There are no concerns to report about this project.</p>						

[illegible]

8. Championing the East, Groundworks North East	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of community/voluntary groups supported	15	17	G	£2,801	£3,000	A
No. of community or educational events held	3	4	G			
No. of people employed in voluntary work	12	11	A			

Revenue funding was awarded to set up a community-led approach to tackling anti-social behaviour, training members of the community to act as champions to keep residents informed and involved, creating a more resilient and confident community.

Groundwork has engaged and interacted with local residents, community groups and organisations to spread the message around addressing anti-social behaviour/fire safety. The project has recruited 3 adult champions and 8 young champions and training sessions will be held in the near future in conjunction with Tyne and Wear Fire and Rescue. A community event was held in March aimed at recruiting additional younger champions. The project is currently writing letters to parents to seek permission for those young people who expressed an interest in participating in training and becoming a young champion for the project.

The project has developed ongoing relations with various organisations such as Northumbria Police, Tyne and Wear Fire and Rescue, Gentoo, Back on The Map, Chance, Hendon Young People's Project, Hendon Community Allotment, Sans Street Youth Centre and Young Asian Voices. A dodge ball and 5 aside event was well attended by 16 young people, during the event we spoke to them about the benefits of the project and received a lot of interest from the young people. We are currently writing letters to parents to ask their permission for them to attend training and become a part of the project. YAV came along to the event too and are very keen to work together on this project as it benefits the area in which they live.

The project is live. There are no concerns to report about this project.

9. Security Improvements at St. Mark's Community Association	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of community facilities with improved security	1	1	G	£4,000	£4,000	G

Capital funding was awarded to improve lighting, supply and fit a green mesh fence along the garden area for safety and protection from vandalism.

A launch day for the Community Garden was held in March where 81 local people attended. The extra security, including the fence and lighting has assisted in preventing vandalism to the garden area.

The project is closed.

Priority: Youth and Teenagers

10. Lighting Up MUGA, SCC	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of new/improved community facilities	1	1	G	£10,852	£10,852	G

Capital funding was awarded to provide street lighting around a Multi Use Games Area (MUGA) located at Hall Farm, outside of the The Box Youth Centre.

The lighting installation was completed on 2 March 2012. Since lighting has been installed on the MUGA it has been used constantly each night. Older youths aged 15+ can be seen playing football until around 9.30pm each night. Youth workers have been able to engage with new young people who use the facility and have recently established a Doxford 5-a-side team.

The project is closed.

11. St. Mark's Activity Zone, St Marks Community Association	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of young people engaged and participating in youth provision	157	148	A	£5,141	£5,141	G
No. of new youth play services provided	25	30	G			
No. of people employed in voluntary work	2	2	G			
<p>Revenue funding was awarded to offer a new initiative and create a new provision a holiday programme throughout the year for 5-13 yr olds in Millfield and the surrounding areas in the East of Sunderland. The main purpose of the project is to provide an enjoyable and safe environment where children can meet during school holidays to participate in healthy physical and sociable activities.</p> <p>The project has successfully engaged with 8-12 year olds through its youth provision taking place during school holidays and its weekly junior youth club. The sessions have provided a fun and friendly environment, usually featuring a theme such as Halloween, Christmas and Easter.</p> <p>Feedback from some parents demonstrated that they were reluctant to allow their younger children to attend the activity zone due to worries there would be older children (16 plus) in attendance who could perhaps be a negative influence. The project has addressed this myth amongst parents which should ensure the project engages with more children in the 8-12 age group.</p> <p>The opening of the centre's new community garden has been well received by young people in the local area and it is hoped this will attract more into the sessions.</p> <p>The project is live. There are no concerns to report about this project.</p>						

12. Positive Activities: Doxford, The Box Youth Centre	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people engaged in sport activities	70	96	G	£5,135	£4,880	G
No. of new youth play services provided	1	1				
No. of people employed in voluntary work	2	7				
No. of young people benefiting from youth inclusion/diversionary activities	110	145				
<p>Revenue funding was awarded to increase the number of children and young people accessing positive activities in the Doxford Ward, to organise and deliver a weekly junior youth club (Friday evening) for 8-12 year olds and activities during the school holidays (2 days/wk) for 8-18 year olds. Children and young people will also have access to support and information spanning a range of issues, for example, accessing other activities within the locality, accessing training/employment opportunities, health issues etc.</p> <p>The project has established a Friday evening Kids Club which runs from 4.30-6.30pm each week, targeted at 8-12 year olds. The club has been advertised via local primary schools and local press and an average of 30 young people attend each week. A further session has been added on a Thursday due to popularity. Young people have actively engaged in the youth project and have participated in arts and crafts, team building skills, problem solving, ICT, music, console games and sporting activities such as football and street hockey. Activities have been organised to take place during school holidays: a health and sports activity day which attracted 70 young people took place in October half term, a Christmas party activity day was held over the Christmas break and a Valentines disco was organised for February half term holidays. Some of the youth club's older children volunteered and helped out at these activities. The project also organised a clean up of the nearby Blakeney Woods where young people volunteered to clear the woodland area and learned about natural wildlife habitats and made bat boxes.</p> <p>The project has successfully recruited seven adult volunteers to run these sessions and activities during school holidays.</p> <p>The project is live. All targets for the year have been exceeded. Feedback from children and young people that have participated have been very positive indeed. SIB funding has enabled the project to engage a greater number of children and young people in after school and holiday provision.</p>						

13. Positive Activities: Ryhope, Blue Watch Youth Centre	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people engaged in sport activities	70	80	G	£4,811	£4,886	G
No. of new youth play services provided	1	1				
No. of people employed in voluntary work	2	3				
No. of young people benefiting from youth inclusion/diversionary activities	103	135				
<p>Revenue funding was awarded to increase the number of children and young people accessing positive activities in Ryhope. The project will address the identified gaps in current youth and play work provision by organising and delivering a weekly junior youth club session for 8-12 year olds at Bluewatch Youth Centre (Ryhope Ward) and a school holiday activity programme (12 weeks of the year) for 8-19 year olds.</p> <p>The project has been successful in increasing the number of children and young people accessing positive activities in the Ryhope Ward. It has exceeded its targets for the number of young people engaged in sport activities, employed in voluntary work and benefiting from youth/diversionary activities, through both term time and school holiday youth sessions which commenced in October 2011. Three of the older youths who attend Blue Watch Youth Centre have volunteered their time in assisting with the delivery of the activities held for 8-12 year olds.</p> <p>The project continues its approach at supporting the transitional process of children moving into young adulthood. This includes both from primary to secondary education and play work to youth work. The project has organised joint activities with Silksworth Youth Almighty Project, including a friendly football match and 24 hour cycleathon which enabled the young people to meet new peers, some of whom they will attend the local secondary school with over the coming years. It was felt this would help ease the transition for the young people moving on from primary into secondary school.</p> <p>The project is live. All targets for the year have been exceeded.</p>						

14. E-Clusive, Hendon Youth Initiative	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of community or educational events held	2	2	G	£10,500	£6,730	R
No. of young people engaged and participating in youth provision	225	243				
No. of new youth play services provided	2	2				
No. of jobs safeguarded	6	6				
No. of people employed in voluntary work	4	4				
<p>Revenue funding was awarded with the main aim of providing intervention strategies to engage young people aged 8-19yrs in order to reduce the risk of them participating in anti-social behaviour.</p> <p>The project continues to attract young people from the Hendon and St. Michaels ward to participate in activities that meet their every day needs with new members attending weekly. Youth provision has been diverse in order to meet the needs of young people who have attended the sessions, ranging from generic youth provision to issue based information and cultural events.</p> <p>Young people have had the opportunity to participate in a joint event based at San Street Youth and Community Centre, demonstrating unilateral partnership strategies that encouraged young people to engage / work in collaboration with, members of their wider community. This event assisted in breaking down geographical barriers. It has continued to strengthen and build a foundation for a multicultural exchange of ideas and positive experience for young people within the Hendon and St.Michael's wards.</p> <p>Young people have been supported on to address and discuss issues that have an impact on their everyday lives such as: education, training, jobs, housing, drugs / alcohol, personal safety and well being.</p> <p>A number of young people have worked towards an accredited qualification and 4 have gained an ASDAN short course award as well as 13 young people gaining their sports leaders certificate. A number of young people have begun to peer support other members of their group and have taken up individual volunteering roles within the youth sessions, helping to support others who may require extra support and guidance.</p> <p>Young people have participated fully in an informal youth consultation which has had a direct influence on the provision that will be planned in future months; this on going consultation will enable the project to meet the changing needs of the young people attending the sessions.</p> <p>The project is live. There are no concerns to report about this project.</p>						

16. Richard Avenue Community Learning Centre	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of new and improved community facilities	1	1	G	£12,000	£12,000	G
No. of people benefiting from healthy lifestyle projects	150	80	R			
No. of people accessing improved advice and support	180	100	R			
No. of additional young people engaged in youth activities	121	70	R			
<p>Capital funding was awarded to support a building extension to develop community learning facilities. This will release a multi- purpose room for school and community use. Enabling school and local providers to deliver community learning and youth activities both day and night. This would be supported by school caretaking, administration and extended schools staff (see project management for detail).</p> <p>Work was completed in August 2011 and the project has commenced a significant programme of community learning classes.</p> <p>Regular evening youth provision will commence in April 2012. It is expected the number of additional young people engaged in youth activities will significantly increase as a result of this. The school has commenced a project to engage Asian mothers and their children and has been hugely successful. Boot Camps, Karate, Family Well-Being sessions, mother and child dance classes and zumba have all contributed to the development and engagement of adults and young people. A wider range of sessions have encouraged adults to access the school to work towards maths qualifications, study computing and basic phonics. The community learning centre has created additional space which has enabled meetings of the local Residents Association, Barnes Ward Councillors, Local Elections (May) to take place. There has been an overall increase in the number of meetings held in the centre during and after school time.</p> <p>The project is closed, however the school have provided assurances that over the forthcoming months participation levels from the community will increase.</p>						

17. Sans Street Running Costs	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people accessing improved advice and support	15	18	G	£10,512	£10,119	G
No. of people aged 16-19 years old not in employment, education or training encouraged into further education and employment	10	11				
No. of additional youth sessions delivered per week	6	6				
No. of additional young people engaged and participating in youth provision	50	184				
<p>Revenue funding was awarded to enable the organisation to remain open and continue provision during the following hours Mon; 9-3pm (Social Inclusion / office) Tues; 9-4 Heritage project /office) 5-8.30pm (youth club) Wed 9-3pm (Social Inclusion / office) and 6-8pm (YAV Youthy) Thurs 8.30-4pm (office) 6-9pm (community groups sports hall hirings) Fri 8.30-12 (office) and 6.30-9pm (youth club) whilst awaiting decisions of pending funding applications.</p> <p>The project has remained open and continued to run programmes for young people, whilst awaiting decisions from potential funders. The Centre has continued the provision of the Social Inclusion Programme, Community Cohesion and traditional Youth Club sessions. It has also continued to provide one to one support for young people in their personal development.</p> <p>The project is closed.</p>						

18. Houghton Feast, SCC	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of community/voluntary groups supported	1	1	G	£3,000	£2,887	G
No. of community or educational events held	7	8				
No. of additional young people engaged in youth activities	20	25				
<p>Revenue funding was awarded to celebrate the traditional festival of Houghton Feast which commenced with an opening ceremony on Friday 7th October 2011.</p> <p>The Festival was based on the theme of myths and legends with particular focus on the Lambton Worm. Community workshops took place across the city in the run up to the event. These workshops were led by a key writer in residence who used the legend of the Lambton Worm as a foundation to create a new story with community members. This story was then brought to life by professional artists and community participants during workshops in schools and community venues. The workshops resulted in a high quality performance using sound and light during the Friday night ceremony. Friday's performance linked directly to the Saturday parade which featured children from all areas of the city who took part in the preparation workshops.</p> <p>The remaining funds will enable the poems and stories written by schools and community members to be published, this is expected to happen early in the next financial year.</p> <p>The project is closed.</p>						

[illegible]

20. Sunderland in 2012, SCC	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
Number of people engaged in healthy lifestyle projects	1,000	293	R	£2,500	£1,467	R
Number of people volunteering	75	5				

Revenue funding was awarded to provide opportunities for local residents to be involved in the Sunderland in 2012 programme, to celebrate the Olympic Games being held in the UK.

Since the launch of the programme in January there has been an overall 3,135 people citywide taking part in the programme by Doing, Watching or Supporting.

The main events and activities that have taken place to date include the Big Aerobathon which took place at Silksworth Community Pool, Wellness and Tennis Centre in February and 193 people took part in the event. A series of Play Days were delivered citywide during February half term with an overall 600 people taking part. The 24 hour Swimathon took place in March which saw teams from all 5 areas of the city participating.

A Travelling Ping Pong Programme was established in February and will be touring Sunderland until late September on a rolling three week basis. The overall number of individuals taking part in the table tennis programme was 360 in the first 6 weeks however participation figures continue to be submitted.

The project is live. Overall, participation figures in the first quarter of the programme are behind target as the figures collected to date are for activities and events that have taken place in February and March however it is expected that the programme of events and activities scheduled for quarter two will see a significant increase in the number of people taking part in the programme across all areas of the city.

Priorities from 2010/11

21. Environmental Improvements to Backhouse Park, SCC	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of new and improved community facilities and equipment	1	1	G	£52,000	£52,000	G
<p>Capital funding was awarded to deliver environmental improvements to Backhouse Park. The project intends to improve some of the footpaths currently in the worst condition within Backhouse Park. The Friends of Backhouse Park are very keen to develop an interesting tree collection.</p> <p>All planned works have taken place and the project completed in January 2012.</p>						

25. Youth Support Worker, Blue Watch Youth Centre	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people benefiting from healthy lifestyle projects	120	123	G	£12,359	£12,359	G
No. of young people benefiting from youth inclusion/diversionary projects	60	60				
No. of additional young people engaged in youth activities	40	43				
<p>Revenue funding was awarded to employ a dedicated worker to deliver a project aimed at reducing the misuse of alcohol and illegal substances amongst young people in the Ryhope and Grangetown area.</p> <p>In a short period the worker has made links with Youth Drug and Alcohol Project (YDAP), Children Services, Sungate, Barnardos and Northumbria Police and continuously keep in regular contact with them via the Team Around the Child (TAC) meetings and Common Assessment Framework (CAF) meetings. Different methods of engagements are used, for example, surgeries for delivering lunch time drop-ins are now operating in Venerable Bede, St Aidan's and Southmoor School, centre based and detached sessions, evening, weekend and out of school activities, etc. Recently the worker has developed intervention strategies on a 1-1 basis with the young person, but these sessions evolved into the need to support families to address underlying issues.</p> <p>The substance misuse officer has offered support for young people from various institutions, projects and from different circumstances. Surgery support continued with Venerable Bede and St Aidan's schools focusing on smoking cessation on a 1-1 basis; plus small and medium sized groups were supported around low level intervention strategies that broadly looked at substance misuse but focused on smoking and alcohol use. Activity session times at Blue Watch Youth Centre opened up the opportunity for young people accessing these activities to have dedicated 1-1 time with the worker, plus to meet others and develop positive friendships. This flexible approach allowed a more detailed picture of why, how and when young people are using, or consuming alcohol and other substances. The project is now closed.</p>						

26. Sunderland Phoenix Project, Tyne and Wear Fire and Rescue	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of additional youth sessions delivered per week	15	15	G	£6,872	£5,727	A
No. of young people benefiting from youth inclusion/diversionary projects (East)	20	23				
<p>Revenue funding was awarded for running costs to deliver Phoenix Respect (L2) and Advance Course (L3), with Youth Offending funding Phoenix (L1). Aimed at young offenders or young people at risk of offending (aged 11-17), the Phoenix Project awards good behaviour, for example, if a young person does not commit a crime they can progress through the levels, if they do commit a crime they are not allowed to continue. Evidence supplied stated that if a young person ceases offending for a period of 12 months they are unlikely to return to offending behaviour and 'adopt a preference' to not offend.</p> <p>Twenty-three young people from the East area (age 11-17) have participated in the course during this year. The Area Committees funding is for tiers 2 and 3 of the project, which has proven to reduce re-offending by 92%.</p> <p>The project has received regional accolades and an application and has been put forward for a national award. Other Fire and Rescue authorities are interested in adopting the model to roll out in their areas.</p>						

27. St. Aidan's Community Learning Centre	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of new and improved community facilities and equipment	1	3	G	£27,000	£27,000	G
No. of people accessing improved advice and support	35	51				
No. of additional youth services delivered per week	3	4				
No. of new young people engaged and participating in youth provision	25	45				
<p>Capital funding was awarded to this one-off project which will support a building extension positioned at the main entrance, allowing members of the public access during the day, night and weekend, enabling local providers to deliver community learning and youth activities in the heart of St Michaels Ward. This would be supported by school caretaking, administration and extended schools staff. Match funding was secured from the Schools Capital Fund £43,000 and was approved in September 09, and is held by trustees on behalf of the Governors.</p> <p>The building of the Community Learning Centre was completed in November 2011. The project is closed, however the School continues to encourage members of the community, including voluntary and community groups to use and access the facility.</p>						

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28. Youth Inclusion Project Raich Carter Sports Centre	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of new or improved community facilities	1	1	G	£2,337	£2,337	G
No. of people engaged in sport activity	150	150				
Capital funding was awarded to purchase gym fitness equipment (Zig Zag Gym), which is especially designed for young people, outdoor equipment for the astro pitch and a music system for fitness and general sessions.						
The sessions ran every Friday and Saturday evening, 5-8pm providing sport and leisure facilities for local young people to access. Use of equipment was also encouraged by local schools, community groups and residents.						
The project has now closed.						

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The project has now closed.

29. Play Safe, Doxford Community Centre	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of youth play services provided	1	0	R	£4,906	£0	R
<p>Capital funding was awarded to improve the external grounds around the centre, enabling toddlers to play safely outside, as well as providing a wider variety of activity. The works are to include a general tidy up and removal of moss from the block paving surrounding the centre, removal of the old bin area and refill with top soil and shrubs, re-surface the area of land to the back of the building with a rubber compound, attach a wire mesh against the fence to prevent rubbish and leaves coming through and the installation of two new gates.</p> <p>The group have been made aware of the possibility to secure external funding to expand the overall project. As such, it has been put on hold until confirmation of additional funding is received. There are no concerns to report about this project.</p>						

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30. People Power, Ryhope Community Association	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people using new and improved community facilities	25	146	G	£23,842	£18,158	R
No. of community and voluntary groups supported	20	87				
No. of community or educational events held	4	7				
No. of older people receiving support	50	93				
No. of people accessing improved advice and support	75	166				
No. of people employed in voluntary work	15	40				
<p>Revenue funding was awarded to employ a Community Development Worker to support the delivery of the Sunderland East Local Area Plan by engaging with community groups and residents, finding out their concerns and priorities and feeding this information back into service delivery partners.</p> <p>The project has facilitated monthly Community Forums in partnership with Sunderland City Council, Gentoo, Northumbria Police and Blue Watch Youth Centre, with all issues raised directed to the relevant organisation for action.</p> <p>It has worked with Groundwork to discuss possible community champions for reducing the number of secondary fires as part of its Championing the East project.</p> <p>The project has consulted with residents and VCS organisations to deliver courses aimed to help people back into employment. A community forum meeting has been held with 260 residents to determine what they feel are the issues affecting the local area.</p> <p>Summer activities were delivered and aimed at young people aged 5-12 years old. 37 young people took part in a range of activities including Circus Skills, Dance and Drama.</p> <p>A 'Meet the Funders' day was delivered in partnership with VCAS to assist VCS groups in securing future funding.</p> <p>The project has engaged with the Sunderland in 2012 programme and in conjunction with the East VCS Network plans to hold a Ryhope Carnival during the summer. A Mining Heritage Event is also planned to take place in May/June.</p> <p>The project has submitted funding applications to assist in the continuation of the People Power project. So far all targets have been exceed, no concerns to report about this project.</p>						

33. Sunderland Mind - Wellbeing	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people benefiting from healthy lifestyle projects	111	63	R	£11,452	£11,451	G
No. of people engaged in sports activities	55	66	G			
No. of older people receiving support	19	40	G			
<p>Revenue funding was awarded to provide a part time (25 hours) post for a drop-in worker and activities/outings for service users. The project encourages individuals to participate in more structured activities, e.g. mental health awareness, remaining well, sleeping well, bereavement support, art groups etc. Workshops are also available on complementary therapies.</p> <p>Sunderland Mind worked with local people suffering from mental health problems. The project has provided a part time (25 hours) drop-in worker and activities and outings for service users. The project recognises the links that diet and exercise have to improving mental health and wellbeing. The project has therefore established a number of new activities based on this theme, including bike rides, trips to local golf courses, a swimming group and free access to the gym at the Raich Carter centre. The project has exceeded its targets in terms of the number of service users engaged in sports and healthy lifestyle projects as well as the number of older people receiving support from the project.</p> <p>The project is now closed.</p>						

34. Sunderland Heritage Quarter	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of events/programmes of work to improve appearance	2	10	G	£17,400	£17,567	G
No. of community or educational events held	10	31				
<p>Revenue funding was awarded to develop a strategy and action plan for the Heritage Quarter, and to co-ordinate information, build networks and establish a real presence on the ground. This will be achieved by appointing a consultant and a coordinator, with a base in the Donnison School. The consultant will primarily take a strategic and fund-raising role, engaging with public, private and voluntary sector partners, and establishing a legal and community framework for future activity. The coordinator will initiate and secure a programme of community heritage activities, and promote and publicise its own and other heritage events in the East End.</p> <p>The project has commenced a 'Sunderland Reminiscences' project has commenced in conjunction with the Gentoo housing officer working with residents of the 'L' blocks in Hendon. The project has held several events/visits at the Donnison School for participants in this project.</p> <p>The project is planning a community music project for young people, offering NCFE accredited qualifications in podcasting. It aims to focus on young people who are NEET and can assist with literacy/numeracy skills over 10 three-hour sessions. Match funding has been sought from Lloyd Webber Foundation and local businesses.</p> <p>The project has held several talks and tours of buildings such as St Ignatius, Holy Trinity & St Andrew's, churches, Phoenix Lodge and plans to offer more as part of the city's Heritage Open Days in September. Project workers also joined an Area Committee walk & talk session in February and contributed comments/suggestions on various historic buildings and environmental issues around High Street East.</p> <p>The project is working on activities to take place over the forthcoming months:</p> <ul style="list-style-type: none"> • A Community consultation event on the plans to develop Holy Trinity Church will take place in May. • A Dragon boats race, expected to take place in July. • Archaeology project at Covent Garden, local participants have been recruited and lots of interest received • The trial of AR technology on heritage trails (this involves the scanning of bar codes by smart phones which will give the user information direct to their handset). <p>The project has been involved in various planning consultations including those for the Boar's Head pub, High Street former shops, the old orphanage, and High St West demolition proposals.</p>						

Community Chest Statement

Doxford Ward Budget	£10,297			
Project	Approval Date	Income	Allocation	Balance
Doxford Park Community Bowls	23.05.11		£300	£9,997
Benedict Biscop Primary	23.05.11		£1,200	£8,797
Doxford Park Stay Healthy	23.05.11		£700	£8,097
Friends of Doxford Park	04.07.11		£927	£7,170
Sunderland Armed Forces Network	04.07.11		£20	£7,150
Tunstall Allotment	19.09.11	£40		£7,190
Doxford Park Stay Healthy	19.09.11	£3		£7,193
Doxford Park Craft Club	19.09.11	£20		£7,213
Doxford Park Bowls Club	19.09.11	£20		£7,233
Sunderland Hall Farm FC	19.09.11		£1,000	£6,233
Sunderland Remembrance Parade	19.09.11		£100	£6,133
Moorside Juniors FC	14.11.11		£400	£5,733
Mill Hill Nursery Allotment Improvement	30.1.12		£1,280	£4,453
Doxford Park Community Centre	19.3.12	£76		£4,529
Christmas Shopping Event	19.3.12	£32		£4,561
Remaining balance		£191	£5,927	£4,561
Hendon Ward Budget	£10,261			
Project	Approval Date	Income	Allocation	Balance
Bright Star Nursery	23.05.11		£700	£9,561
Sunderland Heritage Forum	23.05.11		£600	£8,961
Young Mums Unit, Hendon Health Centre	04.07.11		£350	£8,611
Hedworth Court Social Club	04.07.11		£300	£8,311
Sunderland Armed Forces Network	04.07.11		£20	£8,291
Barley Mow Bowling Club	19.09.11	£60		£8,351
Hendon Young People's Project	19.09.11		£300	£8,051
East Community Association	19.09.11		£750	£7,301
Sunderland Pride	19.09.11		£400	£6,901
Sunderland Remembrance Parade	19.09.11		£100	£6,801
Pins N Needles	14.11.11		£500	£6,301
WISH (Women in Search of Hope)	14.11.11		£240	£6,061
Six Streets Residents Association	14.11.11		1,200	£4,861
Chance	14.11.11		£476	£4,385
Early Years Theatre Project	14.11.11		£500	£3,885
Hope 4 Kidz	14.11.11		£407	£3,478
Anchor Trust	14.11.11		£380	£3,098
Sunderland Heritage Forum	30.1.12		£500	£2,598
Anchor Trust	19.3.12	£380		£2,978
Christmas Shopping Event	19.3.12	£32		£3,010
Hudson Road Primary School	19.3.12		£500	£2,510
Remaining balance		£472	£8,223	£2,510
Millfield Ward Budget	£11,789			
Project	Approval Date	Income	Allocation	Balance
50th Sunderland St Bedes URC Brownies	23.05.11		£300	£11,489
Deptford Boating Club	23.05.11		£450	£11,039
Muriel Harrison School of Dance	23.05.11		£500	£10,539

Indian Welfare Association	23.05.11		£500	£10,039
Deptford and Millfield Community Ass.	04.07.11		£480	£9,559
St Bede's Guides	04.07.11		£500	£9,059
Four Seasons Activity Groups	04.07.11		£500	£8,559
Millfield and Pallion Panthers under 13s	04.07.11		£248	£8,311
Sunderland Armed Forces Network	04.07.11		£20	£8,291
Deptford Boating Club	19.09.11	£35		£8,326
St Josephs Brownies	19.09.11	£228		£8,554
St Josephs Parish Centre	19.09.11	£9		£8,563
Sunderland Pride	19.09.11		£500	£8,063
Sunderland Remembrance Parade	19.09.11		£100	£7,963
Gentoo on behalf of City Centre Tenants Residents Association	14.11.11		£250	£7,713
24/24 Project	14.11.11		£500	£7,213
Hope 4 Kidz	14.11.11		£380	£6,833
Sunderland Women's Centre	30.1.12		£500	£6,333
Diamond Hall Toddler Group	30.1.12		£500	£5,833
24th Sunderland St. Joseph's Brownies	30.1.12		£460	£5,373
Kids R Us	19.3.12	£56		£5,429
Millfield Arts and Crafts Club	19.3.12	£28		£5,457
50th Sunderland St. Bede URC Brownies	19.3.12	£220		£5,677
Sunderland Schools Mock Trial Competition	19.3.12	£150		£5,827
Sunderland Polish C.A	19.3.12	£40		£5,867
Free Gardeners Arms	19.3.12	£59		£5,926
Christmas Shopping Event	19.3.12	£32		£5,958
St. Gabriel's Church	19.3.12		£314	£5,644
Millie Minders	19.3.12		£500	£5,144
Remaining balance		£857	£7,502	£5,144
Ryhope Ward Budget	£12,035			
Project	Approval Date	Income	Allocation	Balance
Ryhope Infant School	23.05.11		£1,000	£11,035
Sunderland Armed Forces Network	04.07.11		£20	£11,015
SSAFA Big Brew UP	19.09.11	£86		£11,101
Ryhope Seaview Angling Club	19.09.11		£750	£10,351
St Aidan's Brownie Unit	19.09.11		£500	£9,851
Sunderland Remembrance Parade	19.09.11		£100	£9,751
Ryhope Remembrance Parade	19.09.11		£480	£9,271
Ryhope C.A	14.11.11		£1,335	£7,936
Friends of St. Paul's CE Primary School	30.1.12		£1,000	£6,936
Blue Watch Youth Centre	30.1.12		£820	£6,116
Ryhope Rascals Toddler Group	19.3.12	£83		£6,199
1st St. Paul's Guides	19.3.12	£486		£6,686
Christmas Shopping Event	19.3.12	£32		£6,718
St. Aidan's Guides	19.3.12		£500	£6,218
Ryhope Over 60s Friendship Club	19.3.12		£500	£5,718
Woodland View Residential Care Home	19.3.12		£1,000	£4,718
Remaining balance		£688	£8,005	£4,718
St Michaels Ward Budget	£11,532			
Project	Approval Date	Income	Allocation	Balance
Bishopwearmouth Ladies Probus	23.05.11		£266	£11,266

St John's Toddler Group	23.05.11		£500	£10,766
33rd Sunderland St Nicholas Brownies	23.05.11		£250	£10,516
Barley Mow Bowling Club	23.05.11		£339	£10,177
Independent Hackney Carriages	13.06.11	£1,200		£11,377
Services Ladies Bowling Club	04.07.11		£98	£11,279
Bishopwearmouth Probus Club	04.07.11		£250	£11,029
Age UK - Monday Afternoon Club	04.07.11		£197	£10,832
SSAFA	04.07.11		£150	£10,682
Sunderland Bowling Club	04.07.11		£500	£10,182
Ashbrooke Residents Ass. Gardening Grp	04.07.11		£410	£9,772
Sunderland Armed Forces Network	04.07.11		£20	£9,752
Monday Afternoon Club	19.09.11	£12		£9,764
31st St Nicholas Guides	19.09.11		£684	£9,080
Sunderland Floral Art Club	19.09.11		£650	£8,430
Sunderland Pianoforte Society	19.09.11		£1,400	£7,030
Sunderland Pride	19.09.11		£500	£6,530
Sunderland Symphony Orchestra	14.11.11		£1,660	£4,870
Sunderland Ladies Probus Club	14.11.11		£750	£4,120
Sunderland Men's Probus Club	14.11.11		£250	£3,870
Ashbrooke Belford House Football Club	14.11.11		£1,000	£2,870
Sunderland Remembrance Parade	19.09.11		£100	£2,770
British Kurdish C.A	30.1.12		£400	£2,370
Wearside University of the Third Age	30.1.12		£300	£2,070
Ashbrooke Area Residents Association	19.3.12	£89		£2,159
Ashmore Residents Association	19.3.12	£64		£2,223
Bishopwearmouth Probus Club	19.3.12	£15		£2,238
Christmas Shopping Event	19.3.12	£32		£2,270
Embroiderers' Guild	19.3.12		£620	£1,650
Ashmore Residents Association	19.3.12		£240	£1,410
Remaining balance		£1,412	£11,534	£1,410