

PEOPLE PRIORITIES

	Area Priority	Proposed Action	Lead Agent	Progress
1	Create Healthy Lifestyles through targeted activities, events and communication	1. The city approach to an Active Sunderland commenced in 2014/15 and continues to be developed over the coming years. West Area Committee will support the Active Sunderland approach working with others to support delivery of outcomes with the aim of getting people physically active.	SCC, VCS	Complete. Large-scale 'Road to Rio' Healthy Lifestyles Event held 30th June, 1st July and 2nd July 2016, funded by West Area Committee. The event was a huge success with over 550 school children attending during the 30th June and 1st July and over 5000 people attending the family day on 2nd July. Feedback from the schools and those that attended the event has been incredibly positive.
		2. 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	A full update was presented to November People Board to ascertain future direction to work with schools to ensure the more vulnerable young people are given the opportunity to increase their physical activity as well as improve their overall mental health and feelings of wellbeing. December Area Committee agreed to extend the project up to and including December 2017, the project must deliver mental health support as well as physical activity and link with the young people's mental health projects.
2	Work in partnership with the Sunderland Clinical Commissioning Group to reduce social isolation and mental health issues through prevention and improved communication	1. Reducing Social Isolation working closely with the Sunderland Clinical Commissioning Group (SCCG) to deliver a range of projects which ensure West GP's and formal health pathways consider the positive contribution of the West VCS to reduce support a reduction in social isolation	VCS, CCG, GP's, SCC	Community Helpers presented an update to the November People Board as well as emailing ward specific updates to Councillors. They shared case studies to 'bring to life' the real issues that local people are facing- linking into the CCG Operational Plan for 2016/2017 relating to Prevention (working across the city, implementing a whole system approach to self-care to increase healthy life expectancy and make every contact count). Area Arrangements team continue to meet with the Helpers regularly to ensure they are sharing lessons learnt and developing their approach to support external funding applications to sustain their longer term future.

		<p>2. Reducing mental health issues in young people by working closely with the SCCG and the West VCS to deliver a range of projects which ensure all partners understand the benefits of informal support, alternative activities and social group dialogue and support.</p>	SCC, VCS	<p>Following approval at October Area Committee to deliver the Mental Health for Young People Programme; West VCS working with young people, alongside the Community Helpers and the Healthy Lifestyle Co-ordinator have been trained by Washington MIND to become Mental Health Champions, to recognise signs and enable early intervention to be adopted for our young people across the West. A workshop was then facilitated by Area Arrangements with the West Mental Health Champions to develop a full 'Call for Projects' which is relevant to the West; not duplicating activity and support already available and which has the potential to make a real difference for young people. The delivery of projects must achieve partnership/collaborative working and lessons learnt must be shared. The project proposals were presented to the February People Board and all projects were approved. Projects will present their services via a carousel of activities for schools on 9th and 10th March, the schools can then sign-post their young people to the projects, with the West Healthy Lifestyle Co-ordinator ensuring the projects are linked to the mental health activities being held within the West schools. The projects will also support the West Event 2017, with Washington MIND delivering a workshop to children focused on the 5 ways to wellbeing.</p>
3	<p>Develop activities for young people to reduce holiday hunger, encourage healthy lifestyles and improve their local environment</p>	<p>1. Deliver programme of holiday activities across the West, covering School Holidays from July 2016 through to June 2017, delivering activities which encourage young people to become environmentally aware; physically active and support their local community.</p>	SCC and Youth Providers/West VCS	<p>Holiday Hunger project update was presented to the People Board in November. The project outputs and outcomes achieved were exceptional, however the need within West communities was greater than anyone could have anticipated. The People Board in November reviewed the report and the presentations received regarding delivery (which included offering Breakfast as well as lunch as so many young people arrived at the activities and had not had breakfast). The People Board made a recommendation to December Area Committee to further extend the funding for the project, to allow the organisations to enhance their programme of activities for the remaining school holidays, up to and including May 2017 as well as offering Christmas Hampers to our most vulnerable families during the lead-up to Christmas. This was agreed and delivery continues, with a full programme delivered during February half-term and planning is now taking place for the Easter holidays.</p>

4	Support vulnerable communities to tackle poor health, worklessness and raise their aspirations	1. Support communities to access training for those who are actively seeking employment - Research the opportunities for access to training for those actively seeking employment and develop a proposal to support those who are unable to access free training, who are unable to pay for training which would enable them to move into sustainable employment.	SCC, SFA, FACL	Grantfinder used by Area Arrangements team to research external funding opportunities. Research and funding opportunities shared with West VCS. Extensive research already undertaken in relation to Skills Funding Agency (SFA funding) particularly- FACL training courses. West VCS encouraged to apply for FACL funding as well as adding their venues to the FACL 'delivery venue' database. Update on the potential European Community-led Local Development Funding was presented to the People board in January and February- should Sunderland be successful in their funding application. To-date the Sunderland CLLD Strategy has been approved and the CLLD Local Action Group has now submitted the 2nd stage funding application. In anticipation of successfully receiving the CLLD funding, the People Board are recommending that the West Area Committee align funding to be used as match-funding, should any West VCS organisations wish to apply for the CLLD funding but are unable to secure the 50% match-funding requirement.
		2. Deliver the Community Helpers Project across the six wards within the West of Sunderland, ensuring that any lessons learnt throughout the project are shared to influence commissioning of services to support our most vulnerable.	SCC, VCS, CCG, DWP	Community Helpers work in partnership across the West and meet regularly with Area Arrangements Team to ensure lessons learnt are timely and shared. Further updates and case studies were shared with People Board in November. Community helpers have, in the meantime, shared their ward update and case studies with their Ward Councillors. The Helpers are currently developing an external funding application with the aim of extending the project and broadening the scope of the Helper's remit.
		3. 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 as well as the implications of the Benefit cap.	SCC, VCS	Utilise the Sunderland Council's Complex Needs Survey to ensure support is programmed to utilise the resources available across the West VCS Network. Ensure the intelligence hub is used effectively alongside the ICT resources available across the area to support people with on-line claims, job searches and benefit advice. The Community Helpers continue to provide critical support to the West's most vulnerable residents.

5	Develop and encourage partnerships between education and business	1. West Business Directory to be shared with all schools to link schools to local businesses as well as create additional opportunities for work experience; apprenticeships and vocational training.	SCC, VCS, DWP	Continue to monitor the delivery of the WIRES2 Project, linking 14-16 year olds with vocational training opportunities and businesses. Further proposal developed and presented to the People Board in February to focus support with young people leaving care and in care, to enable them to obtain the personal one to one support required, which in turn will give them the confidence they require to consider moving into employment, further education and training or starting their own business. Chair of Area Committee also continues to meet with Head of Farringdon senior school in his role as Chair of the Head Teacher's network to discuss potential opportunities to further develop enterprise opportunities within schools.
6	Support West Enterprise	1. Delivery of the West Enterprise Scheme to create ten new businesses within the West of Sunderland.	SCC, Local Businesses	43 people from the West are registered for support and of these 19 are female and 24 are males. There have been 13 business starts, of these 7 are female and 6 are male. Females are opposing the national trend which usually sees a greater number of males setting up in business. 11 of the starts(85%) were unemployed and are two were employed. Even those previously employed and moving into self employment can have a positive benefit as they leave a vacancy in their previous job.
7	Work with the West Voluntary and Community Sector to ensure they are focused and enabled to strengthen their position and long-term delivery strategy	1. West VCS Network - work with the VCS Sector to strengthen and increase capacity to enable the sector to deliver the West priorities.	SCC; VCS	Project proposal presented to November Place & People Board to support the West VCS organisations to reduce their energy bills, to enable them to continue to become more sustainable for the future. Recommendation approved at December Area Committee to deliver the project - See Item 5 as well as Item 2 within December Committee papers. Surveys were undertaken during January and February and final recommendations per ward were presented to the Place Board in February. Area Arrangements Team continues to support the West VCS using GRANTfinder software and regularly research and share information, as and when funding opportunities arise. VCS organisations continue to apply for the opportunities and are keen to continue to receive alerts. Organisations have had some success with external funding received as a result of the information shared. See Item 5a for full VCS report update.

8	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	WIRES 2 project, approved at December 2015 Area Committee currently delivering to support the gathering of evidence to demonstrate the need to work specifically with 14-16 year olds (especially those leaving care, in care, at risk of becoming NEET), to offer opportunities to increase vocational qualifications, develop enterprise and learn general 'ready for work' life skills. Chair of Committee met with the Director Education in August to ensure he was aware of the work being undertaken within the community to support young people. A further proposal was presented to the People Board in February, which was developed following evidence provided from the WIRES2 project. The evidence demonstrated the value of supporting those most vulnerable young people, who are often leaving care or in care, who would benefit from additional one to one support. which in turn will give them the confidence they require to consider moving into employment, further education and training or starting their own business. The proposal is presented to Area Committee in March 2017, see Item 6, to be funded for 18 months from June 2017 through to December 2018.
		2. The Sport and Leisure Joint Venture (Sport and Leisure Management SLM) - understand the implications for the West area	SCC/SLM	Further updates on delivery of the venture were presented to the February People Board. See Item 4 People Board Report within March 2017 Committee papers for full details.