

# Sunrise

Published by Sunderland City Council for the people of Sunderland

Issue 12 June 2008

## Reach for the sky

Sunderland sets out its stall for the years ahead

### The great waste debate

Have your say...

### What's on

Dozens of things to do in Sunderland this summer

### Plus...

All the latest news from Sunderland City Council

north east  
england

  
Sunderland  
City Council



# Wish you were here...



## Planning to drop a line to a friend? Why not use a proud of Sunderland postcard?

There's a range of 12, each showing a different reason to be proud of your city. They're available free of charge from libraries, leisure centres, public buildings, venues and attractions across the city.

Take a look at [www.sunderland.gov.uk](http://www.sunderland.gov.uk) for the full range.

Sunderland  
Partnership

## Council vacancies

### Looking for a job?

There are many opportunities to work for Sunderland City Council. Pay and conditions are excellent and you could work hours to suit you.

#### School Meals

Job Title: Catering Assistant  
Post Ref: 4013  
Closing Date: Open Ended  
Rate of Pay: £6.00 - £6.17 / hour

The school meals service is recruiting relief Catering Assistants to work various hours in schools across the city.

Duties are varied and include the serving of meals, washing up and general cleaning. Previous experience is not essential as training is provided but a friendly and approachable manner is.

The position is subject to CRB clearance

#### Commercial Catering

Job Title: Hospitality and Catering Assistant  
Post Ref: 006363  
Closing Date: Open Ended  
Rate of Pay: £6.37 - £6.77 / hour

Hours of work: Permanent and variable - to work as and when required

We are seeking to recruit staff within the Commercial Catering department, based at the Sunderland Civic Centre, to work in various sites across the city.

Duties include assisting in the preparation, serving and presentation of food and beverages within the Commercial Catering business whilst ensuring high levels of customer satisfaction.

#### Building Cleaning

Job Title: Cleaner  
Post Ref: 4012  
Closing Date: Open Ended  
Rate of Pay: £6.00 - £6.17 / hour

Undertaking general cleaning and using floor cleaning machinery. Full training will be given

The position is subject to CRB clearance.

Information packs for the above posts are available by emailing your name, address, tel no and post ref to: [askrecruitment@sunderland.gov.uk](mailto:askrecruitment@sunderland.gov.uk)

Alternatively, telephone 0191 520 5504 (opening times are 8.00am - 6.30pm Mon - Fri)

Sunderland  
City Council

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**Sunrise** is Sunderland City Council's free magazine distributed five times a year to every household in the city. It aims to provide news and information about Sunderland City Council, its partner organisations and local community groups and organisations. Sunrise is distributed by Amaro, a professional distribution company based in the North East. If you are a resident of Sunderland and do not receive a regular copy of Sunrise to your home, please contact 0191 561 1181.

**Cover:** Jade Bell of Roker - young people were consulted on the future vision for the city. Picture by Ian McClelland

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June 2008

## Foreword



Welcome to the Summer issue of **Sunrise** and my first since I became Leader of Sunderland City Council.

As always, this issue is packed with information about the latest developments in the city, events and the council services we deliver for you.

There's the important issue of rubbish and what we do with it. Some of our options going forward are discussed by Cllr Rolph on pages 20-21. We want to hear your views on this subject.

Sunderland may soon be home to a World Heritage Site. St Peter's Church together with St Paul's Church in Jarrow will be put forward for World Heritage Site Status by the UK Government in 2010. Find out how you can support the bid on pages 10 and 11.

With this issue you'll find **Switched on**, a guide to events in Sunderland.

There's also an **A-Z Guide** to all other public services, with contact information for the many services delivered by the City Council and its partners.

Many of you who took part in the latest residents' survey told us that you want more information that is useful to you about the council, services and events. We are striving to provide more information and by putting the magazine and the guides together you will be pleased to know we have reduced the cost of distribution. Sunrise costs just 18p per copy to produce - we hope you'll agree it's good value.

*Paul Watson*

Cllr Paul Watson  
Leader, Sunderland City Council

Sunderland  
City Council



# Sunderland... for a better future



**Increased life expectancy, crime at its lowest recorded levels, 20,000 new jobs, 15,000 new homes and a new road bridge...bold statements but it is hoped that by 2025 these will be reality here in Sunderland.**

It's all part of the ambitious new 'Sunderland Strategy' to make the city one of the best places to live and work in the UK.

The blueprint for success was developed with input from thousands of residents, community and voluntary sector representatives, business representatives and stakeholders, who set out their priorities for the future growth of the city.

Out of this came a shared vision and aims to create a better future for everyone in Sunderland. By building on its great heritage, environment and people, Sunderland will continue to grow into a welcoming, internationally recognised city where people have the opportunity to fulfil their aspirations.

The new strategy was put together by the Sunderland Partnership – the partners who work together with the City Council to tackle the challenges the city faces.

The result is five clear aims to improve prosperity, health, education, the environment and personal safety. The strategy also takes into account the things that will be attractive to people coming to live in the city.

Cllr Paul Watson, Leader of Sunderland City Council said: "By achieving this vision, we will have ensured that in 2025, Sunderland will be the place people choose to make their home, to come to work or study and to spend their leisure time.

"It's an exciting time to be a resident of Sunderland and together we can all play a part in the future success of the city.

"Everyone in Sunderland will have the opportunity to live long, healthy, happy and independent lives in safe and secure communities."

With the help of local people, the Sunderland Partnership has determined its priorities in order to make the 2025 vision a reality, these are:

- Prosperous city
- Healthy city
- Safe city
- Learning city
- Attractive and inclusive city

Some actions, outlined opposite are already underway to improve life in Sunderland while other goals are there to be achieved by 2025.

For a copy of the Sunderland Strategy Tel: 0191 561 1152 or visit [www.sunderland.gov.uk](http://www.sunderland.gov.uk)

## Attractive and inclusive city



- 'The Place' - a cultural music and arts venue with a café, gallery and performance space will open in 2008
- From 2011 all new developments will be considered against a set of sustainable guidelines

- 30% of all domestic waste will be recycled by 2010, rising to 45% for recycled and composted waste by 2015
- A new road bridge to be built across the River Wear by 2016
- The construction of all new houses will be zero carbon by 2016
- A 15% reduction in Carbon Emissions across the city by 2017
- 80% of new homes will be built on brownfield land by 2021

## Learning city

- More young people will go on to higher education
- A new library will open at Silksworth in 2009
- The number of young people who are not in education, training or employment to be reduced to 8.4% by 2020
- All Primary and Secondary Schools will offer a range of activities and services to all of the local community beyond the school day by 2010

- Three 'Sunderland Model' Academies will be built by 2010
- All Sunderland Secondary schools will be rebuilt or refurbished by 2015
- 95% of adults to have basic skills of functional literacy and numeracy by 2020



## Prosperous city

- 20,000 new jobs will be created in the city by 2025
- The development of Turbine Business Park will begin in 2008
- Development of managed workspace in Washington will start in 2009
- Development of Bonnersfield and Farringdon Row site for office and commercial use will start
- Rainton Bridge Business Park will be completed by 2015
- Construction of 15,000 new homes completed by 2021



## Healthy city



- Reductions in the numbers of overweight or obese year six children, and the number of young people who smoke
- Everyone, regardless of the vulnerabilities they experience through age or disability, will be supported to live independently in accommodation of their choice, including their own home
- Hetton and Silksworth swimming pools will be finished in 2009



## Safe city

- By 2025, crime will be reduced to its lowest ever recorded level, as will perceptions of anti-social behaviour
- Repeat incidents of domestic violence and assault with injury will be reduced to their lowest levels by 2025
- People in Sunderland will have the supportive family environment they need to help them stay free from harm and crime and disorder
- Sunderland will have a Specialist Domestic Violence Court, a new domestic violence refuge and the country's first domestic violence perpetrator hostel in 2009
- Levels of proven re-offending by adult and young offenders and drug related class A offending will be reduced by 2011

- Three extra care schemes will have been built at Silksworth, Washington and Hetton, providing a minimum of 120 units of accommodation for older people by 2010
- Prevention and treatment services will be in place for alcohol, Sunderland won't be in the worst 10% in the country for hospital admissions due to alcohol by 2011
- 55 per cent of children and young people will have access to high quality equipped play areas within 1km from their home by 2012
- All adults at risk of chronic conditions will receive appropriate treatment or have access to prevention programmes by 2015
- The number of people smoking will be reduced to 20%



## National praise at the double

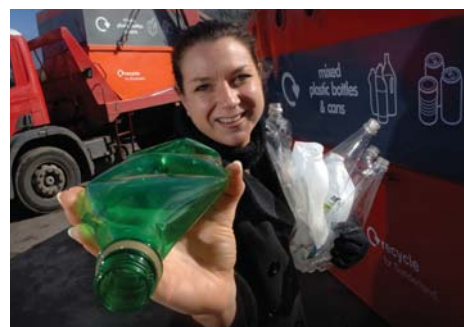
Groundbreaking work to promote healthier living across the city and projects to cut re-offending in Sunderland have earned the City Council 'Beacon' status.

The Government-backed Beacon scheme was launched in 1999 to recognise excellence and innovation in areas which improve quality of life for local communities.

These latest accolades mean the City Council has now achieved Beacon status in a total of seven categories.

The latest Beacon awards recognise the innovative work carried out by the City Council in the field of health – including its pioneering, nutritious schools meal service and Wellness Centres across the city – and the partnership approach to reducing re-offending by children and young people.

## You asked for it...



## You got it...

Green residents across Sunderland can now recycle their used plastic.

Containers have been placed at the 10 most-used recycling sites across the city in response to calls from the public.

The banks can take a variety of mixed plastic bottles including milk, detergent and shampoo bottles. The new containers are at B&Q, Washington; The Galleries, Washington; the Shoulder of Mutton pub, Shiney Row; Sainsbury's, Silksworth; Morrison's, Ocean Park; Northumbria Centre, Washington; Asda, Leechmere; Hetton Centre, Hetton-le-Hole; Bunny Hill Centre, Downhill and Fatherley Terrace, Fencehouses.

## Your views make all the difference at new Aquatic Centre

It might be the UK's newest and most exciting sports and fitness venue but it's the views of local people that count at Sunderland Aquatic Centre.

Thousands of people using the centre have been telling the council what works best for them.

"The council is listening and making changes as we learn what people really want now that it's up and running," said Cllr Mel Speding, Cabinet Member for Culture and Leisure.

The £20million centre has virtually been running to capacity on a daily basis as members of the public enjoy using the new 50 metre Olympic pool and Wellness Centre.

Already more than 1,300 students have joined the centre's Learn to Swim scheme and more than 500 new members have joined the

Wellness Centre.

Cllr Speding said: "It really is a wonderful facility for the city and I'm delighted that already it is being used to capacity.

"We have been inundated by customers since opening and have been overwhelmed by the amount of positive feedback and useful comments we have had from them.

"Some have asked for changes, such as more casual swimming times and we have already adapted the centre's programme to accommodate this. The aquafit classes we hold five times a week are already full and we are also looking to add more of these sessions.

"It proves we are listening to our customers and we will continue to listen, learn and act on what they say."



Some of the first swimmers at the Sunderland Aquatic Centre

## Cleaner, greener, safer Sunderland

A multi-million pound programme of major improvements to make local neighbourhoods across the city greener, cleaner and safer is underway.

The City Council asked what people would like to see more than £12 million spent on. As a result the money is being spent on a variety of projects targeting litter and fly-tipping, community safety and sports facilities, as well as promoting business and work opportunities across the city.

The £12.7 million fund allows the City Council to attract a further £18.7 million from national and regional bodies to create a total spending pot of £31.4 million for a variety of community projects.

These include:

- Improvements to community sports facilities such as fields and pavilions
- A rapid response unit of 24 mobile CCTV cameras to be deployed where needed in a matter of minutes
- A pilot "recycling as you go" project with several drop-off points
- A £1.6 million improvement plan for the Market Square and streets around the Central Station
- An increase in the number of environmental enforcement officers who will run educational programmes, as well as prosecute more of the city's litter bugs

## Chitty Chitty Bang Bang stars launch Sunderland's National Year of Reading



Children from Hudson Road Primary School at Sunderland Empire

Stage stars and young bookworms joined forces to celebrate the joy of reading.

Chitty Chitty Bang Bang stars Matt Baker and Rachel Stanley teamed up with pupils from Hudson Road Primary School to mark the launch of Sunderland's Year of Reading campaign.

Easington born Matt who plays Caractacus Potts and Rachel who plays Truly Scrumptious, joined the young readers at the Sunderland Empire to discuss what reading means to them.

Partners from across the city are working together to promote the National Year of Reading including Sunderland City Council, Sunderland Empire, National Glass Centre, SAFC Foundation, City of Sunderland College, Sunderland Echo and Sun FM.

Further activities will take place throughout the year including storytelling sessions, arts and craft workshops and author visits as well as activities at the International Friendship Festival and Houghton Feast.

For more information about activities call 0191 514 1235.

## Healthy eating



Sunderland City Council has been back to school to teach children about healthy eating.

During the past two years, 99 schools and 30,000 children have been involved in the Sunderland Food in Schools Programme, which focuses on teaching youngsters the benefits of healthy eating and how to prepare and cook simple balanced meals. Amongst the activities, delivered by the City Council's Food in Schools Team, youngsters have been encouraged to grow and cook their own vegetables.

Cllr Pat Smith, Cabinet Member for Children's Services said: "Teaching children about the different food groups and getting them involved with food preparation from an early age can help to dispel any typical negative images that children often have with certain foods."

Due to its success, the programme has been given 'Choosing Health' funding and will run for another year, rolling out across the whole city from September 2008. Children, parents and staff will take part in fun, interactive and rewarding activities all focused around healthier lifestyles and promoting happier, healthier lives.



## Dance your way to fitness

Children and adults can now dance themselves dizzy in Hetton and get fit too.

Hetton School Health and Fitness Centre has just spent thousands of pounds on four state-of-the-art dance mats.

As well as being a welcome and fun resource for the school, it is hoped the mats will be well used by the whole community.

Cllr Flora Anderson, Deputy Leader of Sunderland City Council said: "It is important for our leisure facilities to provide activities outside traditional sports and dance mats are proving really popular throughout the country."

The dance mats will be available for use by pupils at the school during school hours and to the community between 4.30pm and 9pm Monday to Friday and between 9am and 12 noon Saturday and Sunday.

In addition to the mats at Hetton, Sunderland City Council has invested in a dance mat programme which will tour Sunderland Leisure Centres from now until the end of the year. For more information call 0191 520 5555.



Cllr Flora Anderson at Hetton School Health and Fitness Centre

## Sunderland Airshow is flying high after scooping a national award



The city's world renowned airshow, the largest free airshow in Europe, has seen off strong competition from other national events to win an Enjoy England Award for Excellence for 'Best Tourism Experience'.

Cllr Mel Speding, Cabinet Member for Culture and Leisure said: "This award is a fantastic achievement, and true recognition of a spectacular event."

This year the event will be celebrating its 20th year – with thousands of visitors flocking to the seafront at Seaburn to see thrilling displays by jet fighters, vintage aircraft, aerobatic display teams and once again the

ever popular Red Arrows will be making an appearance on the Sunday.

On the ground, the airshow site will feature fantastic displays from the RAF, Royal Navy and Army as well as a huge range of other entertainment.

Following the success of last year's show, which was working towards being Europe's first ever Carbon Neutral airshow, the organisers are once again looking at ways to offset the event's carbon footprint.

This year's event takes place on Saturday 26th and Sunday 27th July. For more information visit [www.sunderlandevents.co.uk](http://www.sunderlandevents.co.uk).

## Giving young people something to do

Eligible young people in the city are being offered a ticket to fun and fitness.

The Letsgo card is a new, exciting scheme being piloted in Sunderland. Young people who are either eligible for free school or college meals or are looked after children could be given spending power to the value of £33 a month to use on a wide range of activities such as sports, music, youth projects, cinema and dance.

The year-long scheme places the spending power directly into the hands of up to 2,300 young people in the city.

Letsgo cardholders will be given a personalised Smart card, a card reader and software to install on their home computer so that they can log on to the [letsgosunderland](http://letsgosunderland) website and book tickets for the activities they want to do.

Software has also been put on to computers in city libraries for people to use if they haven't got access to a computer at home.

Each time someone books an activity, the relevant amount is deducted from their £33 monthly allowance – enabling young people to plan ahead to decide what activities they are going to do and budgeting the money to last the month.

So far there are 50 organisations linked to the scheme including the Climbing Wall, Raich Carter Centre, Xcel Bowling, Empire Cinemas, Rosebud Ceramics and many young people's projects and City Council leisure centres across the city.

Anyone who thinks they may be eligible for the new scheme can email [lets gocard@sunderland.gov.uk](mailto:lets gocard@sunderland.gov.uk) or call 0800 085 0037 with their name and contact details.

## Improving choice and independence for older people

Older people in Sunderland will soon have more choice when it comes to living independently.

The City Council in partnership with Housing 21 and the Housing Corporation is investing in 40 two-bed units of extra care accommodation in Silksworth, which will be available for sale, rent or shared ownership.

Work has already begun on the scheme, which will provide a range of support including access to 24-hour care for people aged 55 or over who need a little help to live in their own homes.

The first of three schemes in the city, the Silksworth complex, will include a restaurant, library, social lounges, hair salon, landscaped gardens, sun terrace and launderette for residents and the local community to enjoy.

Cllr Eric Timmins, Cabinet Member for Adult Services said: "I am pleased that work is now underway on this new and exciting development. Extra care schemes give people the security and privacy of a home of their own and a range of facilities on hand, with 24-



Cllr Eric Timmins and Cllr Henry Trueman at the start of the Extra Care scheme

hour services available if needed."

The project is due for completion in spring 2009.

The other two schemes will be built at Hetton-le-Hole and Washington.

## Call goes out to recognise unsung heroes

Sunderland residents are being called on to nominate unsung heroes who work tirelessly to make the city a better place.

The Wear1 Community Champion awards honour people who have worked hard to improve their local area, which in turn has made a positive impact on the city.

Launched in 2005, the Wear1 campaign was set up by the Sunderland Echo with its partners, including Sunderland City Council, with the aim of celebrating all that's great about Sunderland and making it even better.

People can phone 0191 501 5800 to nominate someone they think deserves recognition for their hard work.

## Volunteer and make a difference to your city

Enthusiastic young people are being urged to make their voices heard and take the lead in helping to change Sunderland.

Twenty young people are needed for a new national network of Youth Action Teams.

Organised by training provider Springboard Sunderland, the Youth Action Team is part of "vinvolved" – the country's biggest ever youth action programme designed by and for young people who want to make a difference to their communities.

Brian Watson MBE, Springboard's vinvolved team manager, said: "We are looking for energetic, creative and enthusiastic 16 to 25 year-olds from all backgrounds with an ability to talk to their peers. They don't need to have had previous volunteering experience – just a commitment to helping others and making a difference in their community."

Anyone interested in applying to join a Youth Action Team and becoming a youth volunteering ambassador should contact Alex Dunn on 0191 551 8241.

## Offering children from across Sunderland the best start

The City Council has opened the doors to its 17th Children's Centre, offering every Sunderland family access to a wide range of valuable services.

Designed for families with children aged 0-5, Sunderland Children's Centres offer practical advice and guidance to help support parents, who are raising a young family.

Services provided through Sunderland Children's Centres include early education, childcare, health services, parenting support, outreach to excluded groups and links with Jobcentre Plus. The centres are also developing strong links with surrounding schools to help provide every child in Sunderland with the best possible start in life.

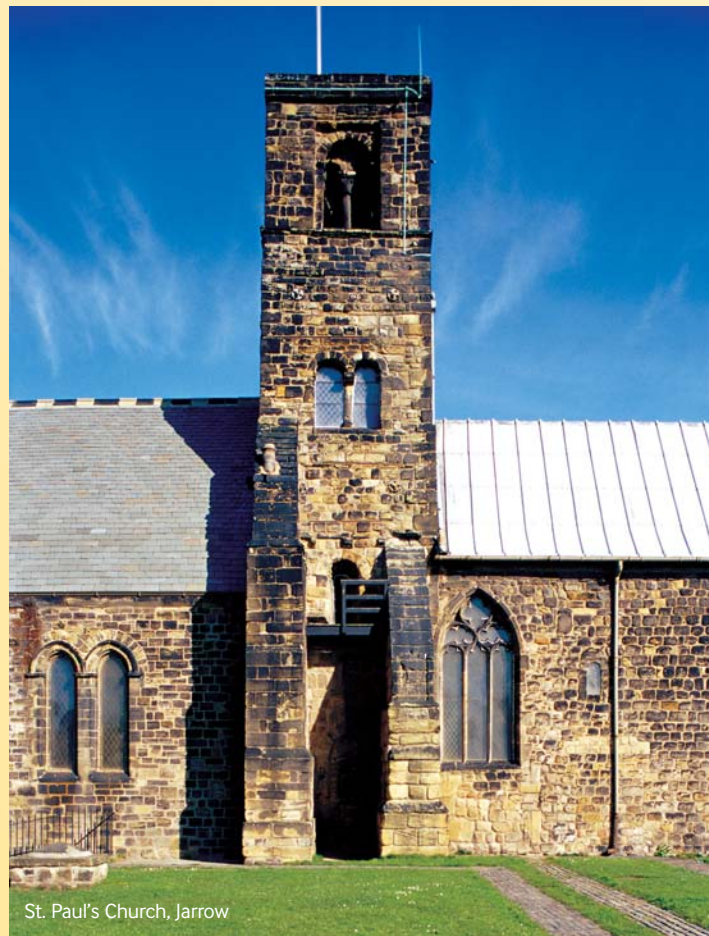


For further information on Sunderland Children's Centres call 0191 520 5505 or visit [www.sunderland.gov.uk](http://www.sunderland.gov.uk)





St. Peter's Church, Sunderland



St. Paul's Church, Jarrow

### Wearmouth-Jarrow Partner Venues

Both St Peter's and St Paul's are working churches and are now surrounded by cultural attractions where you can find out more about Wearmouth-Jarrow, see the archaeological finds from the site and discover more about Bede's life and legacy.

In Jarrow, close to St Paul's Church, the story of Bede is told at Bede's World – an award winning museum where you can see excavated finds from the monastery and a demonstration Anglo-Saxon farm, showing what life was like in the 7th century. There's also Jarrow Hall. This elegant Grade – II listed Georgian building overlooks land which was once part of the monastic estate known to Bede. It's now home to a relaxing café - a great place to take a break.

In Sunderland, the Museum & Winter Gardens includes a reconstruction of St Peter's monastery in the 7th century and displays more finds from the excavation of the site.

The National Glass Centre is close to St Peter's Church, and continues the legacy of innovation and craftsmanship that was introduced at Wearmouth-Jarrow in the 7th century.

For more information on Wearmouth-Jarrow or any of the cultural attractions listed above visit [www.wearmouth-jarrow.org.uk](http://www.wearmouth-jarrow.org.uk) or call 0191 514 8467.



Sculpture of Bede at Bede's World

# Wearmouth- Jarrow... It's time to share it with the world

It's time to tell everyone about the historic gem that is Wearmouth-Jarrow. That's the message going out to everyone in Sunderland, South Tyneside, across the region and the world.

The twin Anglo-Saxon monastery of Wearmouth-Jarrow, centres on two churches - St Peter's in Sunderland and St Paul's in Jarrow - and has been chosen as the UK's nomination for World Heritage Site status in 2010.

Success would mean that the area, its story and legacy will receive worldwide recognition and be protected for future generations. Support from the local community is key to the success of the nomination and that's why everyone is being asked to join in the effort to make sure it happens.

HRH the Duke of Gloucester, last month visited St Peter's Church and became the first to sign the 'Book of Life', a new "manuscript" which will be used to record public comments and support for the bid.

But what is it about the site which is so important?

Rt Rev Mark Bryant is Bishop of Jarrow and chairs the Wearmouth-Jarrow Partnership, he explains: "Wearmouth-Jarrow has a very special story to tell the rest of the world. It was created in the 7th century by a monk called Benedict Biscop, Sunderland's Patron Saint. He travelled across Europe and brought stonemasons and glaziers back here to build a monastery unlike anything else which existed at the time.

"Back then monasteries were the cities and universities of their day. Wearmouth-Jarrow was one of the most exceptional with one of the best libraries at that time.

"It became home to a young monk named Bede. At a time when only a small proportion of the population could read and write he wrote on science - working out the tides were dragged around the surface of the earth by the moon. He also popularised the AD/BC dating system and developed the Easter calculation we use today.

"We've all heard about Einstein, Leonardo Da Vinci and Darwin, and Bede was also a genius and his work was as important and influential as theirs.

"Bede's work at the monastery all those years ago, together with the fact that both St Peter's and St Paul's have some of the original 7th century buildings still standing - a rare and internationally significant survival - make this monastery so important to the world.

"That's why we need to ask local people to get behind the bid and ensure world wide recognition for this historic site."

You can support the bid by visiting the sites listed above, by signing the book of life at any of the partner

venues and by visiting [www.wearmouth-jarrow.org.uk](http://www.wearmouth-jarrow.org.uk) and pledging support. You can also pledge your support by signing and returning the form below.

If you are a member of a community group you can have a short video and a presentation so you can spread the word about Wearmouth-Jarrow.

**Cut out and return:**

I support the Wearmouth-Jarrow nomination for World Heritage Site Status

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Return to:** Corporate Communications Team, Sunderland City Council, Civic Centre, Burdon Road, Sunderland SR2 7DN.



## School signs up to an exciting future

Students at Washington School have literally made their mark on a programme which will transform their learning opportunities.

Staff and students have helped define the Washington School vision which is now becoming reality through Sunderland City Council's Building Schools for the Future (BSF) Programme. They have even put their involvement on record by signing a section of steel which will form part of the new £20m building.

Washington School is being completely rebuilt by Sunderland City Council in the £120million BSF programme. seven schools will be built in the first phase of the project.

Sustainability and the environment are key factors. Washington School will feature a 'green' sedum planted roof, which will act as natural insulation.

Cllr Paul Watson, Leader of Sunderland City Council said: "The BSF programme will have a huge impact on the way children and young people are educated in Sunderland and will ensure that they have access to the latest and finest facilities to give them the best start in life.

"Throughout the programme we will continue to consult with and inform schools, local residents and businesses."

Work on Washington school, Castle View Enterprise Academy and Red



House Academy is expected to be completed by September 2009.

Academy 360 at Pennywell, for pupils aged from four to 16 years, opens this September operating from Pennywell and Quarry View Schools before the new building is ready in September 2009.

The City Council is also undertaking major refurbishments at Biddick School Sports College and St Robert of Newminster RC School, which is expected to be completed by 2010.

The City Council is co-sponsor of all three academies, with Gentoo lead sponsor for Academy 360, Northumbrian Water for Castle View Enterprise Academy and The Leighton Group for Red House Academy.

## "thePlace" to be in Sunnyside

Sunnyside's showpiece £6million arts and business centre is set to open its doors later this summer.

"thePlace" is the latest addition to the area's exciting regeneration programme.

It is an exciting new venture with performance space, art exhibition areas, a café, meeting rooms and a range of offices. It will host a series of innovative exhibitions and events as well as housing new businesses.

Sunderland City Council will be managing events and exhibitions in the new building which comprises the redeveloped Manor Hotel on Athenaeum Street and six adjoining



## Children have their say on play

PLAY areas across the city are getting a multi-million pound revamp.

It is part of a country-wide scheme to get more children playing outside.

Sunderland children will be asked what they would like to see happen and their ideas will be central to every design in the city.

The cash will go towards 35 new or updated play areas and there are plans for an adventure centre, which could have ropes, climbing nets or a 3D maze.

Councillor Mel Speding, Cabinet Member for Culture and Leisure, said: "From a young age children will learn that Sunderland is a fun place to live with new facilities being put in place across the city.

"Children themselves will also play a key role in making public spaces across the city more child friendly."

The work has been made possible by £2.5 million from the Government's Play Pathfinder programme and there is match-funding of £2.7 million from Sunderland City Council and developers.



Cllr Mel Speding at a city play park

Pull out and keep information

# Your local councillors...

There are 75 elected councillors in Sunderland to represent your views. Councillors hold ward surgeries specifically to meet and listen to residents.

To find out when your local councillor's next ward surgery is call 0191 553 1330.

### Barnes Ward



**Councillor Michael Arnott**

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Sunderland  
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Home Telephone:  
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Conservative



**Councillor Lee Martin**

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Barnes  
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SR2 7QE

Home Telephone:  
(0191) 567 5930

Conservative



**Councillor Anthony Morrissey**

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Norfolk Street  
Sunderland  
SR1 1EE

Home Telephone:  
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Conservative

### Copt Hill Ward



**Councillor Robert Heron**

26 Low Downs Road  
Hetton-le-Hole  
DH5 9AW

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Labour



**Councillor Colin Wakefield**

Greenbank  
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Newbottle  
Houghton-le-Spring  
DH4 4SQ

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Independent



**Councillor Derrick Smith**

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Houghton le Spring  
DH5 8BG

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Independent

### Castle Ward



**Councillor Robert Symonds**

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Town End Farm  
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Labour



**Councillor Denny Wilson**

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Labour



**Councillor Thomas Foster**

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Labour

### Doxford Ward



**Councillor Elizabeth Gibson**

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Silksworth  
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Labour



**Councillor David Errington**

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New Silksworth  
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Labour



**Councillor Richard Vardy**

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Conservative



## Fulwell Ward



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Conservative



**Councillor  
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Conservative



**Councillor  
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Conservative

## Millfield Ward



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Independent



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Liberal Democrat

## Sandhill Ward



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Labour



**Councillor  
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Labour



**Councillor  
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Labour

## St Michael's Ward



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Conservative



**Councillor  
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Conservative



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Conservative

## Hendon Ward



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Labour



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Labour



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Labour

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Labour



**Councillor  
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Labour



**Councillor  
Bryan Chariton**

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Labour

## Silksworth Ward



**Councillor  
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Labour



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Labour



**Councillor  
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Labour

## St Peter's Ward



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Conservative



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Conservative



**Councillor  
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Conservative

## Houghton Ward



**Councillor  
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Labour



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Labour



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Labour



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Labour

## St Anne's Ward



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Labour

## Shiney Row Ward



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Labour

## Hetton Ward



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Conservative

## Southwick Ward



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Labour



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Labour



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Labour



### Washington Central Ward



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Labour



**Councillor Eric Timmins**  
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Labour



**Councillor Dianne Snowden**  
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Labour

### Washington West Ward



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Labour



**Councillor Henry Trueman**  
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Labour



**Councillor Bernard Scaplehorn**  
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Labour

### Washington East Ward



**Councillor Angela Cuthbert**  
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Conservative



**Councillor Ian Cuthbert**  
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Fatfield  
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Conservative



**Councillor Ivan Richardson**  
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Conservative

### Washington North Ward



**Councillor Jill Fletcher**  
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Labour



**Councillor Peter Walker**  
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Labour



**Councillor John Kelly**  
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Labour

### Washington South Ward



**Councillor Graeme Miller**  
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Labour



**Councillor Kathryn Chamberlin**  
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Conservative



**Councillor Eddie Wake**  
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Washington  
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Home Telephone:  
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Conservative

### The Cabinet

The body is chaired by the Leader of the council with a deputy and eight members who are responsible for key areas of activity (called portfolios). The Cabinet also has authority to take most decisions about council services and to make recommendations to Council on major policies.

#### Leader of the Council

Councillor Paul Watson  
cllr.paul.watson@sunderland.gov.uk

#### Deputy Leader of the Council

Councillor Florence Anderson  
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#### Cabinet members

##### Resources Portfolio Holder

Councillor Dave Allan  
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##### Children's Services Portfolio Holder

Councillor Pat Smith  
cllr.patricia.smith@sunderland.gov.uk

##### Adult Services Portfolio Holder

Councillor Eric Timmins  
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##### Planning and Transportation Portfolio Holder

Councillor James Blackburn  
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##### Housing and Public Health Portfolio Holder

Councillor Harry Trueman  
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##### Neighbourhood and Street Services Portfolio Holder

Councillor Kath Rolph  
cllr.kathryn.rolph@sunderland.gov.uk

##### Regeneration and Community Cohesion Portfolio Holder

Councillor Bryan Charlton  
cllr.bryan.charlton@sunderland.gov.uk

##### Culture and Leisure Portfolio Holder

Councillor Mel Speding  
cllr.melville.speding@sunderland.gov.uk

Cabinet members can be contacted on 0191 553 1322.

#### Committees

Councillors represent the views of local people on a number of committees. These cover a wide range of issues from planning, development control and licensing to monitoring service delivery in local areas.

Councillors also sit on review committees which scrutinise cabinet decisions and monitor and review services and policies, carrying out research and making recommendations to full council.

# Tell us what you think...

We've listened to what you've told us and Sunrise now has a new look.

We researched the views of residents and they said they wanted more information about developments in the city and more information about council services. So we've made a few changes.

As well as the usual feature pages looking at some of the bigger issues in the city, we've added some news pages packed with information about some of the other things happening day-to-day.

We're always interested in hearing from you if you have a suggestion to help us improve the magazine and provide the information you want. If you have a comment please take the time to fill in the questionnaire below and send it back to us.

We will reply to everyone who contacts us.



- Which articles in the magazine do you find most useful?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How often would you like to receive Sunrise magazine?  
 Every month  
 Every two months  
 Every six months  
 Once a year

3 Any other comments:  
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\_\_\_\_\_  
\_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Tel: \_\_\_\_\_ Postcode \_\_\_\_\_

**Please return to:** Corporate Communications Team, Civic Centre, Burdon Road, Sunderland SR2 7DN.



# Two great cities - two years on

**Two years ago Sunderland signed a unique Friendship Agreement with the American capital, Washington DC.**

The Friendship Agreement – the first one Washington DC has ever signed with a UK city – reflects the unique historical connection between the two cities and the role US investment has played in the regeneration of Sunderland's economy over the last 15 to 20 years.

Sunderland's development of strong links with America has attracted more than 25 US companies to invest in the city and created over 6,000 jobs.

This exciting Agreement is set to boost economic development, generate cultural and educational initiatives, promote tourism

and provide opportunities to share experience on social inclusion and e-government.

In the first two years the Agreement has already made an impact in both cities.

Stephanie D Scott, Secretary of the District of Columbia added: "Our relationship with the City of Sunderland is the most active twinning relationship Washington, DC has. We are so pleased with the amount that has been accomplished in such a short period of time. The Glass3 exhibit is a model of cooperation and learning that I have shared with other sister cities.

"Two of our university students enjoyed their experience at the University of Sunderland immensely, and I am looking forward to hosting Sunderland

students here in the District of Columbia.

"We have also benefited from discussions about Sunderland Software City, and are hoping to draw upon your experiences as we move toward a wireless future.

"This relationship has been educational for all of us on many levels, and we look forward to continuing the work for many years."

Cllr Paul Watson, Leader of Sunderland City Council said, "Sunderland is leading the way in international relationships. Today's is a global economy and it is essential that we continue to develop our links so that the people and businesses of the city can benefit from these relationships and the opportunities they provide."



American students William Kelligrew and Elizabeth Hill during their time at the University of Sunderland

## School friends

**Schoolchildren from Sunderland primary schools have been enjoying a taste of American life thanks to the Agreement.**

John F Kennedy Primary was the first school to be linked up with Washington DC pairing with Garfield Elementary in 2006.

Since then pupils at the Sunderland school have been taking part in after school sessions in the History and International Clubs, where they have been learning about George Washington and their American heritage.

The pupils have shared their experiences of school life by video-conferencing with youngsters at Garfield. The school has also had visitors from Washington DC – ranging from students to the records administrator and historian for the District of Columbia – who have talked to the pupils about American life and culture.

More recently children at Broadway Junior School have become the next group to benefit from a school partnership, linking with JC Nalle Elementary. The children have welcomed one of the scholarship students from Washington DC. They've been learning all about the US and its capital and are preparing for their part in the July 4th celebration.

Cllr Pat Smith, Cabinet Member for Children's Services said: "The work the pupils have been involved in through the partnership has really helped to bring so many things to life – from history through to modern culture.

"It really has created some fabulous experiences for the kids and given them a real insight into past and present life in America. It has brought the outside world to life and to their doorstep."

## The business benefits



**Opportunities for business co-operation between Sunderland and Washington DC are currently being explored with the DC Economic Partnership and Washington Board of Trade, in areas such as software and technology and the green economy.**

This follows a successful exhibition featuring the work of 22 glassmakers from Sunderland's Cohesion network in Washington DC in February.

Paul Callaghan, Chairman of the Leighton Group and an Ambassador for Sunderland, is one of the many business people who recognise the potential of such a link with America.

He said: "This "City-to-City" relationship between Sunderland and Washington DC opens a whole series of opportunities for our business people to make new contacts and partnerships with people in Washington DC.

"It also draws attention to Sunderland from a national and international perspective, opening new doors and creating new links.

"In February we went across to Washington DC to speak about Sunderland Software City, as they have similar aspirations to be a software centre and as a result there has been considerable interest from businesses in Washington DC to partner with businesses in Sunderland.

"America is a huge market and this Friendship Agreement gives Sunderland an inroad into that market, through an established support network which can help people to make the right connections – providing a huge amount of potential for business."

## Washington Old Hall fact file

**Washington Old Hall incorporates parts of the original medieval home of George Washington's direct ancestors. It was re-opened in 1955 by the American Ambassador, following restoration of the property which was led by local schoolmaster and historian Frederick Hill.**

American benefactors played a key role, donating funds and furniture to the project. Washington Old Hall is now managed by the National Trust with assistance from the Friends of Washington Old Hall.

The state flag of Washington DC, which was adopted in 1938, is based on the shield from the Washington Coat of Arms. An early example of the Washington Coat of Arms, dating back to the beginning of the 15th Century, can be seen above the main door on the west front of Hylton Castle.

The American Ambassador, Robert H Tuttle, visited Washington Old Hall in November 2006 shortly after the signing of the Friendship Agreement to meet with civic and business leaders.

His Deputy, Mrs Dorothy Lutter, is back in the city in mid-June to meet with senior business representatives.

The Friends of Washington Old Hall and Washington School hold a celebration of American Independence Day at the Old Hall on July 4th each year. The programme now includes primary school children involved in school partnerships with Washington DC.





# The great waste debate: the facts

**Something has to change... We all know that reducing waste by recycling or reusing goods is the right thing to do, but how many of us really understand that managing the waste we produce is one of the biggest problems we face and why that is?**

Here are just a few reasons to get started:

- We're running out of land for landfill
- Everybody wants to reduce the amount of waste going to landfill
- Waste in landfill sites produces methane, a gas which can be even more damaging to our climate than carbon dioxide
- The Government imposes landfill taxes, the cost of which comes out of your council tax

The fact is we just can't carry on land-filling alone – it costs too much both in environmental and financial terms.

So we all have to do more to slash the amount of landfill rubbish we generate by 2020.

## Reduce, re-use and recycle

We put about a third of the food we buy in the bin – yet much of it is in date and could be eaten safely. But the good news is that being a wise shopper and using up the food you buy will save you money.

We can also do a lot more such as:

- Buy loose fruit and vegetables
- Choose reusable items instead of disposables – nappies, razors, cutlery
- Take a reusable bag to the supermarket
- Use tap water to drink from a washable drink bottle rather than buying bottled water
- Wrap your lunch in foil instead of cling film – foil can be recycled
- Pass magazines on to friends

- Sign up to the Mail Preference Service to cut-out junk mail: [www.mpsonline.org.uk](http://www.mpsonline.org.uk) or Tel: 0845 703 4599

The Government has set a target for Sunderland to recycle and compost at least 50% of our waste by 2020 – that's 23% more than we do now.

We have invested over £3million in recycling in the last three years to make recycling as easy as possible for you.

## But that's still not enough

What do we do about the waste that is left after reusing and recycling whatever possible? What about the waste that cannot be dealt with in any other way?

Our ambitious targets will not be achieved simply by separating waste at the doorstep - everyone will need to do more and the City Council will still need to use new technology to remove more recyclable material from household waste.

**Councillor Kath Rolph knows more than most about the problem. As Cabinet Member for Neighbourhood and Street Services she has been looking at some of the options available.**

"What we do about our rubbish in the future is not only very important to all of us but also very complex. New challenges come along all the time and new technologies to meet those challenges, but none of these technologies is perfect - they all have good and bad points. We must be open minded in order to find the right solution for Sunderland.

"Like every council in the country we have to meet a tough target to reduce landfill. We know that the cost of landfill is rising steeply and the alternative methods of treating waste will be expensive, so we have to carefully consider the impact on your council tax. We have set out first to recycle and compost more and then to look at what we can do to deal with the remaining 50% of rubbish that still has to be processed somehow.

"We are working with Gateshead and South Tyneside councils because by putting our resources together we believe we can get better value for money. Together we have applied for PFI (Private Finance Initiative) funding to help us meet the huge cost of managing our rubbish in the future and ease the burden this could place on council tax payers.

"Should our application be approved, we will look for bids from private companies.

"It is important to stress that once we issue the invitation to tender for this contract, we expect several bidders to respond and the solutions they propose will be based on their own expert analysis of what locations and technology or combination of technologies will best meet our demand for an efficient and environmentally friendly process to deal with rubbish that can't be recycled, re-used or composted."

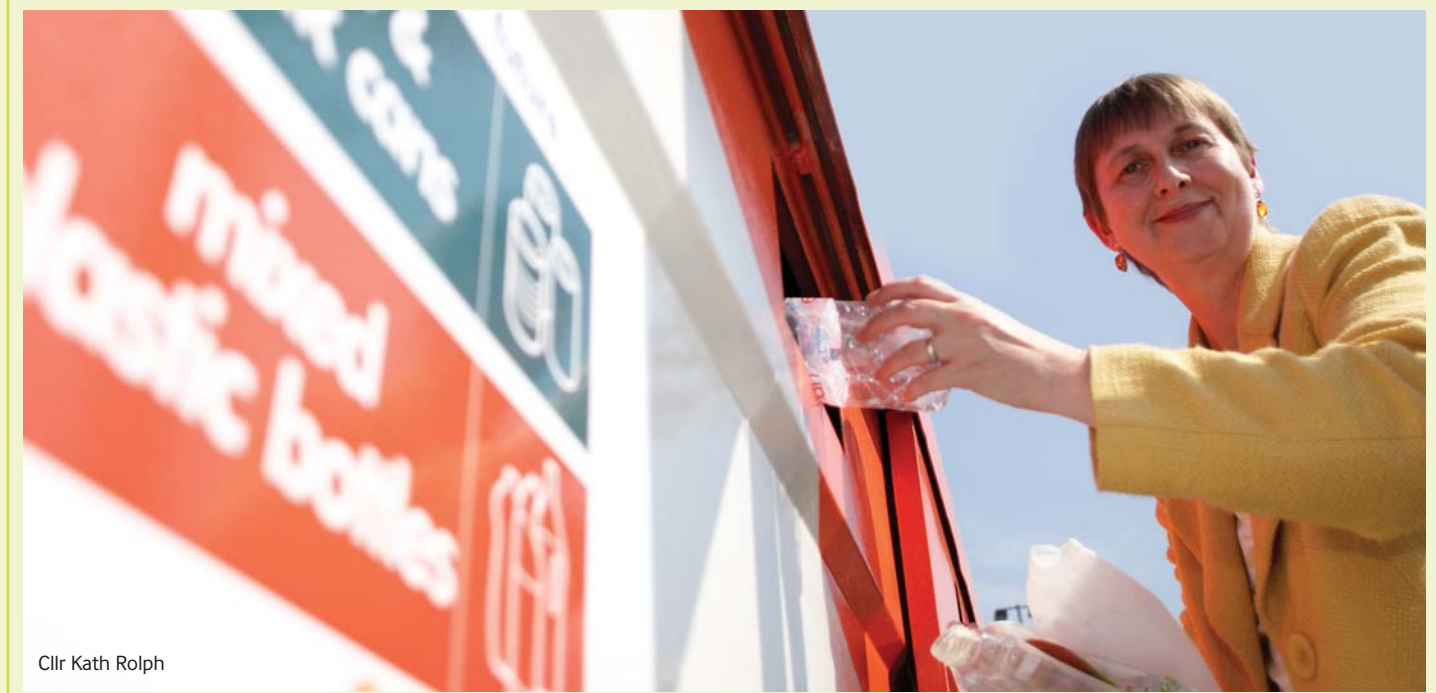
### Some arrangements expected to be considered are:

- **An Energy From Waste Plant**  
This is an efficient process which burns waste with very low levels of emissions and produces electricity which can be sold to the National Grid plus steam for heating hospitals, homes and other buildings.
- **Mechanical Biological Treatment through Anaerobic Digestion**  
This breaks down waste to create gas which can then be cleaned and burned to create electricity. However the left over residue still has to be landfilled.
- **Autoclaving**  
This involves effectively sterilising bulk waste by using steam. Some of the by-products can be recycled or converted to fibre for use as a fuel or landfilled.

- **But these aren't the only options...**  
It could be a mix of the above or another solution could arise from the tender process or from the public consultation

Once a decision on funding is reached, and if a grant is awarded, we will consult further before taking these decisions. There will be more in-depth information so that people can see the whole picture and get the facts. And you will have the chance to have your say. We will listen to what residents say and take their views on board. The only thing we will not do is nothing at all. That is not an option – to do nothing would ultimately mean huge rises in council tax to meet landfill costs and possible Government penalties plus of course a worsening effect on the environment.

**If you want to know more and have your say:**  
Visit: [www.sunderland.gov.uk/greatwastedebate](http://www.sunderland.gov.uk/greatwastedebate).  
Tel: 0191 520 5503  
Write to:  
**Great Waste Debate, Environmental Services, South Hylton House, Hylton Bank, Sunderland SR4 0JL**



Cllr Kath Rolph



# A new number to call - 0300 1000 101

**It's good to talk – and more importantly it's good to have someone who will listen, particularly if you have a problem and need help, advice and action.**

Now residents across Sunderland have a new way to report problems that spoil their neighbourhoods, which require a council response like litter, noise nuisances, broken street lighting, graffiti or vandalism.

Sunderland City Council has joined forces with Newcastle to provide the 24 hour, seven-day-a-week Neighbourhood Helpline for more than half a million people in the two major cities.

Each call is charged at their local rate and the caller will be told when to expect action. They will also be given a reference code so that they can track the progress of their call and find out what is happening.

Cllr Paul Watson, Leader of Sunderland City Council, said: "A list of what the new helpline can deal with has been drawn up, based on areas that most affect people's quality of life. If someone calls with a problem that can't be dealt with by the council, we will direct them to the relevant people who can help.

"People also kept telling us that they wanted to be able to contact the City Council outside normal office hours, so the new helpline is available 24 hours a day, seven days a week.

"Each call is answered by a person, rather than an automated machine and we are pleased with the responses we have received to date – with more than 1,200 calls to the new number in the first month.

"I would urge people to use this valuable service for problems with rubbish and litter, noise, vandalism and graffiti that either Sunderland or Newcastle City Councils can respond to."



Pictured: Julie Forster, Sunderland City Council and Tony Milner, Newcastle City Council, are joined by other staff at the launch of the Neighbourhood Helpline

## So what can you call about?

### Noise nuisance

It's a fact of life that we all make noise – whether we are talking to others, playing music, entertaining or just going about our daily business.

But too much noise can reduce people's quality of life.

The new helpline takes calls on a range of noise complaints from animal noise, burglar alarms and fireworks to industrial noise, noise from licensed premises and noisy neighbours.

### Rubbish, litter or fly tipping

Rubbish or litter is a big problem countrywide: it creates an eyesore and can spoil a neighbourhood.

As well as looking untidy and costing a lot of money to clean up, litter can be dangerous too, particularly things like used needles or if it attracts pests such as rats.

Everything from the dumping of waste, dead animals, burning of rubbish, fly tipping, general litter or debris, spillages and vermin or odours due to rubbish can be reported through the helpline.

### Street lighting

Effective and well-placed street lighting can help to reduce crime, the public's fear of crime and make people feel safer.

People in Sunderland can use the Neighbourhood Helpline to report any faults in street lighting, poorly lit areas and unlit areas as well as permanent traffic lights.

### Dog fouling

Dog fouling is source of numerous complaints from the public and with estimates putting the UK population of dogs at between 6.5 million and 7.4 million, producing 1,000 tonnes of faeces every day, it's easy to see why.

### Vandalism, graffiti and other deliberate damage in public places

Graffiti and vandalism are illegal, anti-social activities that create negative impressions of an area and can even contribute to people's fear of crime.

Through the new helpline, residents can report graffiti, damage to public property, vandalised street lights and street furniture (such as bins, railings, barriers, signs, cycle stands and bollards).

### Substance related Anti-social behaviour

Selling alcohol to under-18s is not only irresponsible, it is a criminal offence. Any licensee or manager who knowingly allows the sale of intoxicating liquor to a person under 18 or an adult buying on behalf of a person under 18 is breaking the law.

### Smoking in enclosed public places

In July last year, England introduced a new law to make all enclosed public places and workplaces smoke-free. It was brought in to help make a healthier environment where people can socialise, relax, travel, shop and work free from second-hand smoke.

The ban covers virtually all enclosed public places including offices, factories, pubs and bars but not outdoors or in private homes.

### Abandoned vehicles

Abandoned vehicles are ugly and can attract crime. If anyone suspects that a vehicle has been abandoned, they can contact Neighbourhood Helpline to have it removed.

**For more information about Neighbourhood Helpline you can visit [www.sunderland.gov.uk](http://www.sunderland.gov.uk)**

# 0300 1000 101

## Clean sweep

**Sunderland City Council brushed away resident's fears after receiving a report about broken glass and rubbish on the new Neighbour Helpline.**

A concerned householder in The Cloisters, Ashbrooke, contacted the helpline as they were concerned about the potentially dangerous debris that had been left there.

The information was promptly passed on to the City Council's Environmental Services team, which has more than 100 workers cleaning and maintaining the city's public highways, and it was quickly cleared away.

Sunderland City Council's Michael Ferguson





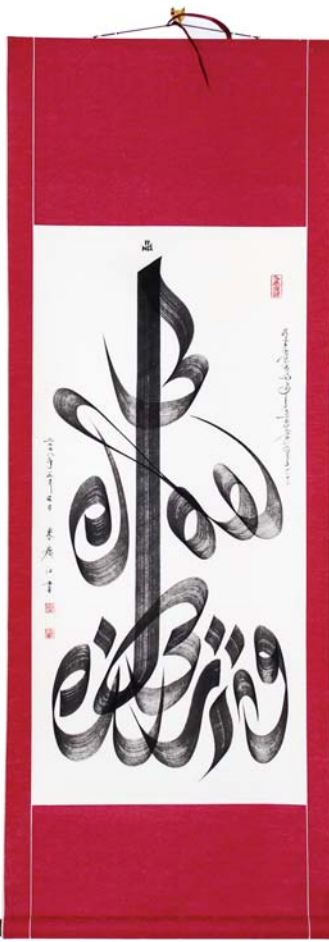
# Events guide

**see**  
share, experience,  
enjoy Sunderland

**Gardens of Tranquility**  
Sunderland Museum & Winter Gardens  
Until 7 September  
Contact: 0191 277 2312  
Exhibition

**Inscribed Thoughts**  
Bede's World  
Until 31 August  
Contact: 0191 489 2106  
Exhibition

**Writing a Picture**  
Bede's World  
Until 31 August  
Contact: 0191 489 2106  
Exhibition



**Dragons**  
Monkwearmouth Station Museum  
Until 26 August  
Contact: 0191 277 2312  
Exhibition

**Art Forms from the Ocean**  
National Glass Centre  
Until March 2009  
Contact: 0191 515 5555  
Exhibition

**Plants of China Trail**  
Sunderland Museum and Winter Gardens  
Until 7 September  
Contact: 0191 277 2312

**Healing Plants Trail**  
Sunderland Museum and Winter Gardens  
Until 7 September  
Contact: 0191 277 2312

**Glass Altar and Lamps**  
St Peter's Church  
Until September  
Contact: 0191 515 5555  
Exhibition

**Great North Walk**  
Herrington Country Park  
29 June  
Contact: 0845 389 2200

**Sunderland International Friendship Festival**  
Northern Playing Fields, Usworth, Washington  
5-6 July FREE  
Contact: 0191 553 2000

**Roger Dickinson: Rizhao Diary**  
National Glass Centre  
5 July - 21 September  
Contact: 0191 515 5555  
Exhibition

**Jerome Harrington: The Glass Archive**  
National Glass Centre  
5 July - 7 September  
Contact: 0191 515 5555  
Exhibition

**Alice's Adventures in Wonderland**  
Sunderland Empire  
8 July £12  
Contact: 0844 847 2499

**Simply Ballroom**  
Sunderland Empire  
11 July £21.50 - £23.50  
Contact: 0844 847 2499

**Ken Dodd**  
Sunderland Empire  
12 July £14.50 - £18  
Contact: 0844 847 2499

**The Drakes of Hazard**  
Herrington Country Park  
13 July  
Contact: 0191 534 8526

**Fiddler on the Roof**  
Sunderland Empire  
14 - 19 July £10 - £32.50  
Contact: 0844 847 2499

**Venerable Bede & Archaeology Talk**  
St Peter's Church, Monkwearmouth  
16 July, 7-8 pm  
Contact: 0191 277 2312

**Discovering Foxcover Woodland**  
Herrington Country Park  
16 July  
Contact: 0191 534 8526

**Summer Holiday Fun**  
Wildfowl Wetlands Trust, Washington  
19 July - 31 August  
Contact: 0191 416 5454

**Sun City Triathlon**  
Seaburn and Roker Seafont, Sunderland  
20 July  
Contact: 0191 553 2000

**Dragon Frieze**  
Monkwearmouth Station Museum  
22 July  
Contact: 0191 567 7075

**Pond Dipping at Herrington Country Park**  
Herrington Country Park  
23 July  
Contact: 0191 534 8526



**Sunderland International Airshow**  
Seaburn and Roker  
26 - 27 July  
Contact: 0191 553 2000

**Letz Zep**  
Sunderland Empire  
26 July £17.50  
Contact: 0844 847 2499

**Introduction to stone carving - sundial making**  
Washington Old Hall  
27 July 10-3pm  
Contact: 0191 232 9279

**Pond Dipping at the Dene**  
Hylton Castle Fishing Lake, off Castletown Road, Sunderland  
29 July  
Contact: 0191 5480152

**Pond Dipping at Herrington Country Park**  
Herrington Country Park  
30 July  
Contact: 0191 5348526

**Sunderland Empire Stage Experience presents West Side Story**  
Sunderland Empire  
7 - 9 August £7.50 - £13.50  
Contact: 0844 847 2499

**Birds of Prey**  
Herrington Country Park  
10 August  
Contact: 0191 534 8526

**Jets and Jeeps**  
North East Aircraft Museum  
16 - 17 August  
Contact: 0191 519 0662

**Hello Dolly!**  
Sunderland Empire  
18 - 23 August £12 - £30  
Contact: 0844 847 2499

**Horrible Histories**  
Sunderland Empire  
3 - 6 September £10.50 - £14.50  
Contact: 0844 847 2499

**Sunderland Last Night of the Proms**  
Sunderland Empire  
7 September £8, £10 and £12  
Contact: 0844 847 2499

If you have an event that you would like to promote in *Sunrise* please contact 0191 561 1181. We will endeavour to publish events which fit the timescale of the magazine.

You can also publicise events and find out details of what's happening in the city at the City Council's website [www.sunderlandevents.co.uk](http://www.sunderlandevents.co.uk)



**Lazy Town Live!**  
Sunderland Empire  
13 - 16 August £11.50 - £18.50  
Contact: 0844 847 2499

**Good Mourning Mrs Brown**  
Sunderland Empire  
9 - 13 September £13.50 - £22.50  
Contact: 0844 847 2499

**One Night of Queen**  
Sunderland Empire  
14 September £17.50  
Contact: 0844 847 2499

**Race for Grace**  
Herrington Country Park  
14 September  
Contact: 0191 5166302

**Heritage Open Days at Fulwell Windmill**  
Fulwell Windmill  
11 - 14 September  
Contact: 0191 516 9790

## A festival of art linking two amazing cultures

Celebrate two amazing cultures with an exciting festival of exhibitions and events.

Bede & Beijing explores themes common to Anglo-Saxon Northumbria and Chinese culture.

The festival will take place at venues across Sunderland and South Tyneside, including Bede's World, Monkwearmouth Station Museum, National Glass Centre, St. Paul's Church, Jarrow, St. Peter's Church, Sunderland and Sunderland Museum and Winter Gardens.

The programme features a range of art installations, newly commissioned artworks and music and exhibitions including rare early Anglo-Saxon manuscripts from the British Library and an extraordinary carved ivory garden from the V&A.

All venues are partners in the Wearmouth-Jarrow World Heritage Site bid. The bid needs your support, please sign one of the Books of Life available at each venue.







# A new three year - plan for health in Sunderland

NHS South of Tyne and Wear's three-year plan describes the changes needed to local healthcare services to meet people's needs and wishes, as well as the general direction of travel for service developments and our key priorities.

The challenge is to change how we use our resources to help achieve our goals. This is set out in our Vision for NHS South of Tyne and Wear of better health, excellent patient experience and using money wisely. This is particularly important because we know that, in general, the health of people living in our area is significantly worse than the national average. Evidence shows that the longer-term future of local health

- services will not be affordable unless we shift the focus of our effort firmly on to:
- The improvement of people's health and wellbeing, including the prevention of disease and distress
  - Excellent patient services which are rooted in meeting the personal needs of each individual
  - Wise use of the money

**In Sunderland, one in three adults and one in five children aged 10 to 11 are clinically obese**

**Sunderland is among the worst 10 areas in England for binge drinking**

**Life expectancy for men England and Wales average 77 Sunderland 75**

**Life expectancy for women England and Wales average 81 Sunderland 79**

**Sunderland ranks 22nd out of the 354 most deprived districts in the UK**

NHS South of Tyne and Wear covers Gateshead Primary Care Trust (PCT), South Tyneside Primary Care Trust and Sunderland Teaching Primary Care Trust. Brought together in 2006 to strengthen commissioning and financial arrangements and to meet management cost savings required by the Department of Health, we work in an integrated way so health services meet the needs of our population. The three PCTs are still separate statutory organisations, but remain responsive to local needs.

### National priorities

PCTs are expected to pay particular attention in 2008/09 to five key areas:

- Improving cleanliness and reducing healthcare associated infections
- Improving access for patients (no one waiting longer than 18 weeks from GP referral to hospital treatment and access to GP services)
- Keeping adults and children well, improving health and reducing health inequalities
- Improving patient experience, staff satisfaction and engagement
- Preparing to respond in a state of emergency e.g. an outbreak of pandemic flu

### Our local priorities

With local partners and stakeholders, we carefully considered which areas to prioritise.

The top six are:

- Long term conditions
- Alcohol
- Smoking
- Older people
- Obesity
- Mental health

We've detailed local plans to tackle obesity, alcohol, smoking and long term conditions. New services already planned include:

**Obesity**

- Expansion of the slimming on referral programme
- Expansion of the local weight management programme
- Specialist preventative posts

**Alcohol**

- Increased provision of residential specialist treatment and detox
- Open access support
- Expanding the capacity of the community-based specialist team

**Smoking**

- More Stop Smoking advisors

- Increasing referrals to NHS Stop Smoking services by offering more support
- New Stop Smoking services targeted at our black and minority ethnic communities

**Heart disease**

- Target patients at risk
- Ensure comprehensive and accurate registers with each GP practice
- More support focusing on highest risk and greatest health inequalities

We will continue to develop the detailed actions needed to improve health in our other priority areas - older people, mental health and other long term conditions.

NHS South of Tyne and Wear has a budget of £1.1 billion and we commission and provide healthcare services to 629,000 people. We have contracts with GPs, dentists, community pharmacists and optometrists and with hospitals and other providers of healthcare, such as treatment centres. The services we commission must be of a consistently high quality to ensure that both the clinical and personal needs of patients are fully met. Patient safety and commissioning safe services are of paramount importance. Our frontline staff provide a wide range of services including district nursing, health visiting, minor injuries and illnesses units, walk-in centres, school nursing, palliative care, specialist nursing care for patients with diabetes, respiratory and heart disease, and community dentistry. We also work with other organisations and community groups to improve the health of local people and tackle health inequalities.

### What you can do

As you can see, we have ambitious plans and this is just the start. We will be keeping you updated with our progress and we very much want to hear what you want from services and healthcare in the future. It's only by listening to you that we can get things right.

To give us your views or to get involved in any way please contact our Public Involvement Team on 0800 783 2556.



# neighbourhood helpline **0300 1000 101**

**if you report it – we can sort it!**

This council helpline is for you to report annoying problems that spoil your neighbourhood and quality of life.

## **Call to report:**

- **noise nuisance**
- **smoking in enclosed public places**
- **sale of alcohol to under 18s**
- **broken street lights**
- **rubbish, litter or fly-tipping**
- **dog fouling**
- **abandoned vehicles**
- **vandalism and graffiti**

**Neighbourhood helpline is available  
24 hours a day, 7 days a week.**

Some services may not be delivered around the clock, but you can report a problem and it will be sorted out within an agreed time.

Calls are charged at your local rate.

This service is delivered in partnership by Newcastle and Sunderland City Councils and is available in those areas only.

Calls are also recorded for training, monitoring and public safety purposes.

**0300 1000 101**  
neighbourhood helpline