

4th November 2010

**REPORT OF THE CHIEF EXECUTIVE
COMMUNITY ACTION IN WASHINGTON – PROGRESS REVIEW
Workplan 2010/11 and Task Group Updates.**

1. Why has it come to Committee?

- 1.1 The report provides an update on progress against agreed actions in the current year's (2010/11) work plan, **Annex 1a**.

2 Progress report of the Health and Well Being Task and Finish Group.

- 2.1 The Health and Well Being Task and Finish Group has now met twice and at the last meeting it confirmed proposals for Washington Health Champions Project as discussed at the last Area Committee in September. The detailed SIB application is being presented to this meeting under Item 3c.
- 2.2 The project will deliver training and upskilling to front line staff and volunteers to build a systematic approach to tackling health inequalities across Washington. The training programme for those workers includes:
- Understanding Health Improvements.
 - Emotional Health and Resilience.
 - Financial Capability.
 - Alcohol Intervention.
 - Smoking Intervention

This is a real opportunity for Washington to lead a new and innovative approach to tackling health inequalities and make a difference at a local level.

3. Progress Report of the Employment and Business Task and Finish Group

- 3.1 The Employment and Business Task and Finish Group has now met twice. An action list has been agreed, including gathering further information on the current reviews on Assisting People into Work, Enterprise, City Wide Employers Survey and Working Neighbourhood Strategy Project level evaluation which will provide evidence and highlight models of good practice previously funded. The group has invited an application to enhance the scope of a city wide Employer's Survey to include a specific strand focusing on Washington. The Group will also provide the Area Committee with a further update following the review of Job Linkage and agreement by Cabinet of options for the ongoing provision of a Council led Employability Service.
- 3.2 A further report regarding development of Washington Workspace will be presented to a future meeting.
- 3.3 The City's Economic Masterplan is to be launched October 2010. The Area Committee will be presented with an area specific report at the January 2011 meeting.

Recommendations

Members are requested to:

- Agree to a further report to be presented outlining the project details for the Washington Workspace.
- Agree to a further report to be presented outlining the City's Economic Masterplan's area specific aims, objectives and benefits.

4. Reduce Anti Social Behaviour (ASB)

- 4.1 Area Committee requested a partnership approach to tackling anti social behaviour through Local Multi Agency Problem Solving Group. A bid for Operation Horizon was approved at the last Area Committee. This project has been delivered across the area and up to the end of September there has been an overall reduction of **23.72 %** in Youth ASB across Washington. This can be attributed in the main to Operation Horizon.

Contact Officer: Karon Purvis, Office of the Chief Executive
Tel: 0191 561 2449 Email: karon.purvis@sunderland.gov.uk

Washington Area Committee

4 November 2010

Report of the Executive Director of City Services

Priority: Responsive Local Services (RLS)

RLS is a method of area working designed to:

- Increase levels of resident satisfaction through providing services that are responsive to community needs and effectively communicating improvements
- Tailor services in recognition of differing area/locality circumstances either through local problem solving or adapting service standards
- Recognise and enhance the community leadership role of elected members.

The current scope of RLS covers the service areas of Litter, Graffiti, Refuse, Grass Cutting and Dog Fouling. It also provides the opportunity for a wider range of issues to be considered within a context of local problem solving.

Service Requests

The tables below provide a view of the volume of service requests for the services in scope for August and September 2010.

Service Area – August 2010	North	East	West	Washington	Coalfield
Animal Fouling	14	14	13	5	8
Grass Cutting	1	0	6	2	4
Graffiti	3	5	6	12	9
Rubbish and Litter	93	81	94	98	68
Refuse and recycling	184	223	157	197	170

Service Area – Sept 2010	North	East	West	Washington	Coalfield
Animal Fouling	17	6	4	1	14
Grass Cutting	1	2	0	1	8
Graffiti	3	6	8	7	13
Rubbish and Litter	48	37	48	79	79
Refuse and recycling	116	189	129	102	98

What does the analysis tell us?

- The most significant numbers of requests relate to both 'refuse and recycling' and 'rubbish and litter' which is reflected across all areas. This pattern is consistent with previous months and although the numbers regarding refuse are higher than others, when represented as a percentage of total bins collected (less than 0.01%), the service standard is being consistently applied.
- The analysis regarding rubbish and litter relates to individual service requests. A further analysis has been undertaken to identify any specific areas to consider. In this respect there has been one specific area identified – Edith Avenue Chapel landscaping which is being addressed by the Street Scene service.
- The volume of requests has reduced in the highlighted areas from August to September. In respect of refuse this relates to the introduction of the blue bin scheme and the

expected increase in customer queries during the transitional period. The high levels of garden refuse have also impacted upon service requests although this is a seasonal issue with an expected decrease in requests.

- It is also clear that from the requests received a high percentage of the requests are staff reported, demonstrating that our frontline staff are reporting and addressing these key issues before they become a problem for residents.

EXTENDING THE RLS SERVICE SCOPE

An analysis of all service requests and staff reported intelligence, not limited to the scope of RLS, has shown that service requests for enforcement (dumping of waste), noise and street lighting are also relatively high – refer to the tables below. In this respect it is recommended the scope of RLS be widened to include the three additional service areas.

Service Area – August 2010	North	East	West	Washington	Coalfield
Dumping of Waste	170	173	108	111	80
Noise	38	27	27	27	31
Street Lighting	18	34	10	20	28

Service Area – Sept 2010	North	East	West	Washington	Coalfield
Dumping of Waste	58	58	34	101	26
Noise	17	38	20	23	21
Street Lighting	27	25	13	19	32

The highlighted areas of the analysis are demonstrating a trend showing a reduction in service requests for the 'dumping of waste' from August – September. Although this is a positive trend the reasons for it occurring are not immediately apparent and further analysis is being undertaken in this respect.

Some specific examples of enforcement activity in the Washington area to address the dumping of waste are detailed below:

Washington Road fly-tip – Kitchen units and related waste found on site. Investigations are ongoing.

Fly tip – James Steel Park – house clearance items and decorating items. Investigations are ongoing.

Washington Road fly tip – Plasterboard and building waste fly tip on grassed area just off main road. Case file for prosecution currently with legal services, awaiting court date.

Wildfowl Park house clearance waste – House clearance items found relating to resident who has since moved into care. Solicitors arranged the clearance via a private company, who then fly tipped the waste – case file for prosecution is currently being prepared.

Wear Industrial Estate - fly-tip Items found from house a clearance. Evidence supplied by home owners and case file currently with legal for prosecution against waste transporter. Court date pending.

Washington Road – large fly-tip o/s Aircraft museum - investigations ongoing.

Commercial Waste fly-tip - Northern Area Playing Fields – Evidence traced back to business - interview conducted – enquiries ongoing.

Waterloo Road, High Usworth – fly-tip – comprising of doors, boxes and bathroom fittings. Evidence traced to a person who confirms that waste was removed by a contact given by a 3rd party. – investigation ongoing

INTELLIGENCE GROUP

A partnership group has been established to share information and intelligence relative to each area committee's geographical boundaries with a view to identify any service issues and interventions. The group consists of representatives from the Council, the Police and Gentoos who will meet prior to each area committee cycle. The first meeting of the group occurred in early October and some of the issues regarding the 'dumping of waste' are highlighted above.

Any significant issues identified by the group will be brought forward to area committees in a report that will explain the issue/s and also provide options for a service response. Members can then debate options and provide recommendations.

The main issues relating to the Washington Area, as discussed at the October Intelligence Group were focused upon dumping of waste and littering. Data relating to customer requests for these services is currently being reviewed and a discussion paper will be presented at the Area committee meeting on 4 November 2010 to agree a way forward.

CITY SERVICES – AREA RESPONSE MANAGERS

The new structure for Streetscene includes six Area Response Managers, one for each area of the City and one for the City Centre. It is anticipated that these will be appointed by December 2010.

These Area Response Managers will lead locality based teams delivering Responsive Local Services that are aligned to local conditions and priorities. The Area Response Managers will work with the Area Committees, Area Regeneration Officers, partners and residents to identify and tackle key issues.

RECOGNITION FOR ACTION

There is now a dedicated section on the Council's intranet to enable staff to post good news stories which can be publicised to demonstrate that the Council and partners are addressing local issues.

The RLS intranet URL is below.

<http://cityweb/directorates/chief-executive/corporate-communications/responsivelocalservices/default.shtm>

There is also a dedicated email address which is responsivelocalservices@sunderland.gov.uk, enabling staff to post stories for the media team to respond to and publicise as appropriate.

The Staff Reporting Line is also being used to report good news stories and the Communications Team are collating the stories to share with the media and include within the Community Newsletters.

WINTER MAINTENANCE

Following the severe weather experienced during the winter of 2009/2010 all Area Committees requested some additional information to be made available, for residents and members, regarding the approach to winter maintenance.

In response additional information has been prepared and is now available on the Sunderland.gov website via a dedicated 'Winter Maintenance' page which highlights the gritting routes and the location of salt/grit bins.

In addition an article on Winter Maintenance will be included within the November issue of Sunrise.

Also additional training has been delivered to employees working in the Contact Centre in relation to winter maintenance services enquiries and the Street Scene winter maintenance teams are now able to communicate more effectively via mobile phones to coordinate activity and report any service issues.

Recommendation

1. Members are requested to note the report and receive further updates regarding any issues arising from the intelligence.