

Local Area Plans (LAPs): 2009-2010: West Draft Priorities Top Ten Priorities

Key

- Direct** Priorities: Identified priorities where Area Committee can enhance current services, or implement new projects.
- Indirect** Priorities: Identified priorities that services and partners are current delivering and where regular performance updates can already be provided. Area Committee to identify Lead Representatives, who may undertake a full review of service delivery, collate facts and make up a picture of the neighbourhood, and highlight any gaps or barriers in accessing services, for further discussion.

Ref	LAP Ranking	Community Spirit Ranking	Sunderland Resident Survey (Ipsos MORI)
P – Prosperous Theme L – Learning Theme S – Safe Theme H – Healthy Theme A – Attractive and Inclusive Theme W – West	Feb 09 1,523 people, 303 from the West were asked to pick 5 priorities, within a 2-3 mile radius in which they lived, from 22 city proposed priorities. See Annex 1.	In November 2008, panel members from Community Spirit were asked to complete a budget exercise, allocating certain amounts of 'units' against services, the more units used the more important the service was. Results to follow. Not able until mid April 09.	Aug-Nov 08, 1,260 residents were asked citywide, approximately 200 per area which 4 or 5 council services do you think are the most important? This does not take into account partners services. See Annex 2

Ref	LAP ranking	Community Spirit ranking	MORI ranking	LAA NI	Priorities
W1/S1	1 st		n/a	17 Local ASB stats	Reduce anti social behaviour, including tighter control on sale and access to alcohol. This covers all types of ASB, as well as, drugs and criminal damage and better support to the victims of domestic violence. More facilities for young people required and target under age drinking. (Ref: 3.1.2/3.1.3/3.1.5/3.2.2/3.2.4)
W2/S2	2 nd		n/a	4% Place survey	More Police or Community Support Officers on the street Police presence can tackle the fear of crime and building up relationships between police/agencies/communities will promote safety. (Ref: 3.1.1/3.1.4)
W3/A1	3 rd		18th	154 159 195	Invest more in housing programmes and bring empty properties back into use Housing needs to be improved and numbers of empty properties need reducing and effective planning is required to ensure sufficient housing, particularly social housing. Parking is an issue on some estates. Improvements to housing will also entail measures to prevent disrepair and to improve landlord licensing. (Ref: 5.1.1/5.1.2/5.1.3/5.3.1)
W4/A2	4 th		1 st , 2 nd , 3 rd	192 195	Make the streets more attractive, landscaping rundown areas, removing litter and graffiti. There is a need for environmental improvements, including parks and shopping centres improved transport and riverside regeneration. (Ref: 5.2.1/5.2.2/5.2.3)
W5/P1	5 th		n/a	Local 161 163 174	Help people get a new or better job by providing suitable work-related training courses A partnership approach is required to provide comprehensive support to those seeking work. Job Linkage and the Working Neighbourhood Strategy aim to address need on an individual basis. A range of training options such as community based and informal learning is required. Raising aspirations is essential to progress people into more rewarding jobs. (Ref: 1.2.3/1.2.4/1.2.5)
W6/S3	6 th		7th	50	Better support for young people e.g. more youth and play services There is a need to provide a safe environment for children and young people and better youth and community programmes with more weekend and evening activity. Facilities for young people have high user dissatisfaction(Ref: 2.2.3/3.1.5/4.2.1/4.2.2/4.4.1/4.4.2)
W7/P2	7 th		n/a	Local	Promote and develop un-used business units and attract new businesses This is seen as a means of developing a strong and competitive economy with good infrastructure, an enterprising culture and improve business start ups (Ref: 1.1.1/1.1.2/1.1.3/1.1.4/1.2.1/1.2.2)
W8/L1	8 th		n/a	117 91	Encourage young people to continue into further education To develop pupil's attainment aspiration and skills and reduce the numbers of young people Not in Education, Employment or Training (Ref: 2.2.1/2.2.2/2.2.4)
W9/S4	9 th		n/a	138	Target crime hotspots Similar to ASB, this relates to known areas of disorder, including drugs and criminal damage. A holistic approach to area problems will include advice and guidance on lifestyle and wellbeing, tackling the causes of crime and ensuring all agencies coordinate their work to promote a safe and green environment. (Ref: 3.1.1/3.1.2/3.1.4/3.2.1/3.2.3/4.1.1/4.1.2/4.1.3/4.2.1/4.2.2/4.2.3)
W10/P3	10 th		n/a	Local	Support more adults to return to learning and achieve key skills to gain employment Pockets of deprivation host people who are 2 nd /3 rd generation out of work. Need to support

					people and focus on adult community learning and work related learning. There is a need to adopt a holistic approach to raising skills and aspirations and provide support such as childcare within local community venues to promote social inclusion, community engagement and well being to encourage adults to participate in employability training. (Ref: 2.1.12.1.2//2.1.3/4.3.1/4.3.2/4.3.3/5.3.2/5.3.3)
--	--	--	--	--	--

Annex 1

It's Your Sunderland - Local Area Consultation – West Area Priorities**303 people from the West Area responded to the questionnaire**

Number	Theme	Priority	Responses	Percentage
1	Crime	Reduce anti-social behaviour, including tighter control on sale and access to alcohol	147	8.55%
2	Crime	More Police or Community Safety Officers on the streets	136	7.91%
3	City Life	Invest more in housing programmes and bring empty properties back into use	122	7.09%
4	City Life	Make the streets more attractive, landscaping rundown, removing litter and graffiti	118	6.86%
5	Employment and education	Help people get a new or better job by providing suitable work-related training courses	102	5.93%
6	Health	Better support for young people eg more youth and play services	102	5.93%
7	Business	Promote and develop un-used business units and attract new businesses	99	5.76%
8	Employment and education	Encourage young people to continue into further education	89	5.17%
9	Crime	Target crime hotspots	84	4.88%
10	Employment and education	Support more adults to return to learning and achieve key skills to gain employment	82	4.77%
11	Health	Provide better support for older people	80	4.65%
12	City Life	Improve public transport links, cycle routes and pathways	74	4.30%
13	Business	Provide more support for local business owners	70	4.07%
14	City Life	Make more of key attractions, and attract more visitors into the city to see them	69	4.01%
15	Health	Do more to ensure health and emotional well being of children and young people	57	3.31%
16	Health	Make it easier to access health services eg GP and hospital appointments	53	3.08%
17	Health	Provide more opportunities for people to take part in sport and exercise	52	3.02%
18	Health	Make it easier for people to get information about major issues including obesity, stopping smoking, cancer, CVD	41	2.38%
19	Crime	Recognise, challenge and provide support to victims of domestic violence	40	2.33%
20	Health	Provide better support for people with alcohol and drug addictions	38	2.21%
21	City Life	Give more support for community networks and forums and Neighbourhood Watch Schemes.	35	2.03%
22	City Life	Encourage more private landlords to become registered	30	1.74%

Annex 3 – Residents Priorities Importance of Services

Importance of Services

Q Looking at this list of Council services, which four or five do you think are the most important?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI

