

PLACE PRIORITIES

	Area Priority	Proposed Action	Lead Agent	Progress
1	Improving Environment and Greenspace	1. Working with the RLS Area Response Manager and Customer Relationship Officer, work with schools and community organisations inc youth groups, to reinforce messages around the implications of littering, fly-tipping, wheelie bin fires, graffiti and anti-social behaviour. Support delivery of a further programme of educational support across all schools in the West, working with Safety Works.	All	Safety Works presented an update to September Place Board in relation to the success of the 2014/2015 programme and were awarded SIB funding at October Area Committee to continue delivery in 2015/2016. Area Committee covers the cost of the transport to enable all schools to travel to the Safety Works premises in Gateshead.
		2. Members to use their local knowledge to support sustainable improvements within their wards, creating spaces for families to enjoy and support community cohesion. Develop a programme of love where you live activities and events, linked to West Green Place Plan developments to promote participation and health messages, such as planting fruit and vegetables	All	Walk and Talk budget allocated to each ward for 2015/2016. Each Ward meets regularly with the Area Arrangements Team to ensure effective use of the budget to maximise outputs and support communities to sustainably improve their environment.
		3. Implement the detailed actions aligned within the West Green Space Plan for 2015/2016, working with communities and partners to maximise outputs and encourage wider participation	All	Area Tour held in June 2015. Area Committee visited various sites across the area and actions were logged into the West Place Plan for 2015/2016. Applications for projects are progressing well. Updated details can be found in the Maximising Green Space Plan.
2	Improve the physical and environmental appearance of shopping centres in the West and support the establishment of 'Trader Groups', as interest arises	1. Continue to work with Pallion Traders to promote trade and increase footfall and address local area issues. Encourage Pallion traders to become the first West Dementia Friendly Shopping Centre. Encourage Pallion Traders to apply to be 'The Great British High Street of the Year 2015'.	SCC, Traders	Pallion Traders fundraised over £800 for local charities during their Christmas events and illuminations. They're now planning for Christmas 2016 as well as Easter and other marketing opportunities/seasonal events. They fully intend to apply for the It's Your Neighbourhood In bloom award again in 2016 and are aiming for level 5 this year with aspirations for larger planting schemes.
		2. Continue to work with Silksworth Traders to promote trade and increase footfall and address local area issues. Introduce Incredible Edible programme to Silksworth Traders.	SCC, Traders	Advertising Litter Bins installed and advertising space promoted to encourage local traders to promote their business. Review currently underway to determine if other capital improvements could be completed to enhance the local shopping area.

		3. Introduce trader support within the Broadway (St Annes) & Thorney Close (Sandhill) Shopping centres, utilising lessons learnt from Pallion & Silksworth, working towards the same positive outcomes, to ensure traders work together to encourage trade and improve the look and feel of the area.	SCC, Traders	Capital improvement works now complete at the St Anne's Broadway Shopping area; St Chad's Allendale Road Shopping area; Plans are developing for the Sandhill Ward; Silksworth proposals have been agreed to improve the area around the cenataph in Silksworth park and Pallion is progressing the installation of five benches in and around St Luke's Terrace.
3	Influence the design, delivery and review of Place based services devolved to Area Committee	1. Work with individuals and communities to take more responsibility for and be passionate about keeping local communities clean, green and well looked after. Develop approach(s) to deal with neglected:- Land, Housing, Shopping Parades, Industrial Estates, through interventions appropriate at Area Level (detail within West Green Space Plan 2015/2016)	SCC, VCS, Partners, Land owners	Consultation Event held at Children's Forest to establish future use for the forest and community interest to support on going developments and maintenance. Silksworth have held an event to engage with local residents for Newport Dene, the project continues to work with young people both in local schools and youth groups. The group are intending to carry out a love where you live campaign in the area around Easter time.
		2. Influence the 'In Bloom' activity organised by Street Scene to encourage communities to consider developing It's Your Neighbourhood applications and develop a Sunderland In Bloom programme of activities	SCC, VCS, Partners, Land owners, Traders	Pallion Traders submitted an application to It's Your Neighbourhood. The traders won the RHS It's your Neighbourhood Level 3 'Developing' Award and are working towards level 4/5 'Thriving/Outstanding' for next year. Shopping Centre capital developments all include additional planters or planting features which will be created in partnership with local traders, schools and VCS organisations to ensure their ongoing sustainable maintenance. Ideas to develop It's Your Neighbourhood Applications within each ward in the West are being discussed with the VCS Network in February 2016, to support preparation of applications for early spring 2016. Area Arrangements Team are also discussing further opportunities to develop It's your neighbourhood In Bloom groups with ward cllrs during regular catch-ups.
		3. Continue to influence the development of the core strategy, and future land use in the West	SCC	No action required at present
		4. To influence Highways Maintenance Programme at an area level for inclusion in the Capital Programme 2016/2017	SCC	Highway Maintenance Capital Programme for 2016/2017 was discussed at Place Board in November 2015, to enable approval of local Highway Capital Programme at March 2016 Area Committee.

	<p>5. Consideration to be given to how the Area Committee could inform the development of annual delivery plans and identify local hot spots for target through local intelligence and work with the Housing Renewal Team to prioritise area work.</p>	<p>SCC, Landlords</p>	<p>Members attend an event in January 2016 to discuss the Housing Renewal Team's role in the West. This lead to further discussion at the February Place Board and it was proposed to obtain Area Committee approval in March to train the 6 West Community Helpers in the housing services offered by the Council and partners within the private rented sector so that they can cascade the information to other community and voluntary groups; To brief voluntary groups on the housing services offered by the Council and partners within the private rented sector; To promote the housing services offered by the Council and partners within the West; To attend the West Event – Healthy Lifestyles, in July 2016, to promote the links between health and housing conditions generally. Recommended to Area Committee to approve £2900 SIB funding.</p>
	<p>6. Public Protection and Regulatory Services (PPRS) - ensure all Councillors receive Licensing and PPRS awareness training and are introduced to the Area Rep from PPRS for the West (Tom Terrett)</p>	<p>SCC</p>	<p>Update on PPRS presented to Place Board in July 2015. Board discussed supporting communication to prevent 'scratchers' - illegal tatoois from operating within the area as well as raise the profile of food hygiene ratings across Sunderland's food establishments, encouraging communities to 'check the scores on the doors' before purchasing food to encourage food premises to increase their food hygiene standards through local competition. Communication campaign to feature within a future edition of Community News.</p>