

North Area Committee 2011/12 Workplan

Priority	Issue	Local Action to Influence Services	Lead Agent	Progress Report	Area Committee's Influencing Role	Outcome Measure	RAG
Attractive and Cared for Environment	Improve physical appearance of Shopping Centres	Review commercial and council facilities available in shopping ctrs - litter bins and waste receptacles	Andy Old ARM	RLS service have completed works with shopping areas to ensure council and commercial litter bins adequate for the area. Educational exercises undertaken with schools around litter and debris. Baseline of information established for service requests, enforcement action and complaints.	Identification of gaps in provision and identification of plan to reduce gaps	Reduction in related enforcement action. Reduction in service requests Reduction in complaints .	G
		Identify areas where responsive local services should be targeted/decreased to ensure maximum impact and resident satisfaction (grass cutting, litter, etc)	Andy Old ARM	Information received on customer service requests made in 2010-2011 and 2011-2012 to establish impact of RLS, consider work and projects completed to date and how these can be further targeted in areas with high reporting. Information obtained and hotspot identified. RLS have collated the hotspot information and these areas are being targeted for enforcement activity.	Identification of problem areas and those where greatest impact will be achieved	Reduction in related enforcement action. Reduction in service requests Reduction in complaints	G
		Research how local shopping centres are being used/developed in other areas (good/successful practice)	Andrew Perkin	This is being completed as part of a wider report and will be available in November.	Review activities of other LA, identify successful opportunities that could be adopted for use	Collation of information and report from Area Committee prepared for submission to Strategic and Economic Development	A
		Establish the support, information and advice available to small local retailers and how this is made available to them	Andrew Perkin	To look at what information is available to support the start up of new small local retailers and what is available to assist and sustain current local retailers. Information requested from Business Investment Team.	Review the advice and support to new and existing local retailers to assist sustainability	Appropriate information and support available and accessible.	A

Attractive and Cared for Environment	Derelict/Neglected Land	Identification of derelict/neglected land	Andy Old ARM	An audit of negelected land commenced to establish neglected/derelict land, ownership, issues with site, future plans and timescale, community benefit/value etc. This will be used to inform potential influence the Committee may want to make or development of potential projects. Audit completed and	Development of land use to meet need of local residents.	Physical improvements to land. Improved use of land. Private land maintained	A
	Derelict/Neglected/ Green Land	Prioritise the sites identified for interim development which will support other priorities		<p>Sunderland North Community Development of pond area for community use. Reinstatement and use of MUGAS. Lighting procured and expected to be installed Oct 2011. Work on development of pond area including improving natural wildlife area and a natural play area commenced and was part of the Love Where You Live Campaign. Investigation into establishment of fishing club and improvements to bike park and creation of skate park.</p> <p>SIB application received to develop Cricket project on Fulwell Quarry site, which will improve use of Quarry site and in long term generate income for continued maintenance and sustainability of sports on site. Tree planting scheme under development for site to support natural wildlife areas, encourage community engagement and physically improve area. Limestone landscapes projects identified. Living Streets audit undertaken and potential improvements and communitiy engagement identified for progression.</p> <p>Private landowners contacted regarding identified sites in order to clean up and make right sites.</p>	Partnership approach to developing community based project to improve area	Areas with strategic importance identified and key priorities addressed	G

	Improve physical appearance of land throughout North area	Partnership working with Gentoo/VCS/Local Residents to identify plots/area of land that would benefit from bulb planting programme	ARM	Bulb planting schemes developed and funded for delivery in St Peters, Fulwell and Southwick Wards. Further environmental improvement work identified and progressed in all wards supported by RLS and VCS.	Partnership approach to developing community based project to improve area	Residents more responsible for local area. Community cohesion Improved physical environment.	G
	Community Allotments	Creation of 3 community allotments across the North Area	Les Clarke	Summerbell and Shields Rd Allotments now occupied community engagement ongoing and launch event planned for May 2012.	Partnership working in engagement of community and delivery of objectives	2 community facilities improved. 90 people using community facilities 90 people benefiting from healthy project 12 people receiving job training	G
Attractive and Cared for Environment	Roker Park	Development of lodge within park to support local VCS groups and educational work of CEED within local community and schools	CEED/ Planning	CEED undertaking feasibility study and seeking advice from planning and architect on development of area, to create plans to be used to seek funding. SIB funding of £15,000 awarded for feasibility study to commence in January and to last 6 mths. Launched in Echo and commenced 26th January. Further consultation events planned and	Partnership working. Engage and work with partners and local community to improve physical appearance of area and use.	Improved physical appearance and practical use of Roker Park Lodge to deliver educational, environmental programmes.	G
ASB	Motorcycle Disorder	Deliver educational information on the use of motorcycles through current programmes and youth activities	ASB Team Jane Eland	Presentation delivered in 2 of 3 secondary schools. Leaflets and information currently with city print and will be distributed to schools/youth provision etc. Due to resurgence in disorder further educational events to be delivered.	Influence educational delivery to meet specific need	Reduction in reports regarding illegal motorcycle use.	G
		Communication of information regarding the illegal use of motorcycles	Comms	Article in Community News and Gentoo publication regarding motorcycle use. Further information from operation will be published in Echo/Community news and through police. Information leaflets issued to young people and local communities. Information in Gentoo publication re purchasing bikes for children for xmas.	Inform and educate residents	Reduction in reports regarding illegal motorcycle use.	G

		Identification of diversionary activity to reduce illegal motorcycle use	Comms	Publication in community news identifying legal and accessible facilities for use and maintenance of motorcycles.	Communication and awareness raising with communities	Reduction in reported illegal motorcycle use Diversionary activities in place and being accessed	G
	Improve tolerance levels of ASB	Develop and deliver a programme around heritage including residents and young people from different backgrounds	Simon Wooley	Project commenced in partnership with Beamish and SAFC, nine primary schools signed up for participation and parameters of project agreed for delivery	Community engagement and improving community relations	Community Cohesion Reduction in reported ASB	G
ASB	Improve perception of ASB	Include regular good news stories regarding the North are in all publications	Comms	Seafront ASB operation delivered during 6 week summer holiday period. Outcomes and findings to be published. During this operation the reported incidents of ASB reduced in this area. Positive report to be included in Community News. Further work undertaken in Roker area using Operation Focus guidelines. March community news focused on ASB and Community Safety.	Promotion and reinforcement of a positive image for the area	Residents concerns addressed and ASB levels match perception	G

	Improve/Reduce the reporting of ASB	Develop a publication for distribution to local residents regarding the escalation and reporting process for ASB	Michelle Coates	<p>Northumbria police have issued a publication regarding motorcycle disorder to those properties bordering the area used.</p> <p>Community Warden scheme being developed for North area to target ASB hotspots, improve community reporting of ASB, perceptions of ASB and relationships of local communities and statutory services. VCS bid to Community against crime innovation fund to deliver year long responsive detached youth service linked to Community Warden and delivery of further static youth sessions.</p> <p>Marketing information being developed regarding report crime and anti social behaviour, where and how. Information agreed and will be distributed as part of marketing campaign. March Community news dedicated to area specific asb work.</p> <p>ASB roadshows to be held in Bunnyhill and Morrisons.</p> <p>Further SIB application received to deliver a year long ASB programme</p>	Education and Communication	Reduce reported ASB Improve tolerance levels ASB reported through correct channels	G
Activities for young people	Mapping exercise of youth provision in North Area	Map provision delivered in 2010/2011 Where Age Group Success of activity (YDG)	Jane Eland/Pat Garrigan	Completed for holiday activities and funding and provision identified to fill gap.	Identify and review activities/services delivered and the success	Provision and successful outcomes identified	G
		Map provision available in 2011/2012 Where Age Group What has disappeared	Jane Eland/Pat Garrigan	Completed for holiday activities and funding and provision identified to fill gap..	Identify and review activities/services delivered and the success	Provision, successful outcomes and gaps identified	G

		Map youth anti social behaviour in 2009/2010 and compare with 2010/2011 and youth provision provided	LMAPS	Agreed the development of a responsive youth service which will use this information to support a mobile youth provision to engage young people hanging around into positive activities. Areas identified and referred to Winter response team for consideration. Project being developed for RHAY for young people to provide additional specialist and generic youth provision for the area. SIB to January Committee SAFC/SNCBC joint bid for funding to deliver responsive youth service in partnership with Community Warden scheme.	Identify and review activities/services delivered and the success	Identify impact of youth provision on reported youth disorder	G
		Identify gaps in provision which delivered good outcomes based upon YDG and ASB figures and commission activity to fill gaps	Jane Eland	Gaps identified in provision during holiday periods and targeted work with hard to reach groups. SIB aligned and provision developed by YDG proposal to January 2012 Committee. Further SIB alignment to April 2012 Committee to provide holiday activities for YP in 2012/2013	Identification of gaps in service, commission activity	Identify gaps in provision and activity required to reduce gaps	G
Heritage	Identify heritage sites and areas of interest	Map heritage sites and areas of interest	Vicki Medhurst	Local studies group have mapped areas of interest and heritage sites and collated a synopsis of information	Identify heritage throughout the North	Central list of information held and published for information	G
Heritage	Raising pride, self esteem and aspirations	Development of heritage projects to support the raising of pride, self esteem and aspirations	Vicki Medhurst	Schools throughout the North area engaged in the heritage theme and individual and specific project developed around heritage in the North area to celebrate and promote heritage with curriculum planning being shared as a resource Schools, VCS and other groups encouraged to participate in Heritage open days 2012.	Engagement and development of heritage based project for delivery	No. of schools engaged and participating in individual and group heritage projects. No. of schools participating in heritage open days.	G

Raising pride, self esteem and aspirations	Development of heritage projects to support the raising of pride, self esteem and aspirations	Vicki Medhurst	<p>LHNE delivering the international oral history conference - developments as part of the conference, schools to display heritage artwork, project developed by LHNE to train and support local history groups to enable improved community engagement.</p> <p>Relocation of military vehicle museum from Newcastle to Sunderland. Engagement of volunteers in engagement and delivery of schools for children to attend and access learning opportunities.</p> <p>Development of heritage trails, development of community heritage website which will be an education and</p>	Engagement and development of heritage based project for delivery	<p>No of schools displaying heritage artwork No of local history groups trained and supported No of local history groups participating in conference</p> <p>1 improved community facility 20 people receiving on the job training 600 people using new/improved facilities</p>	G
Raising pride, self esteem and aspirations	Recruitment of a heritage community development worker	Vicki Medhurst	Task and Finish Group agreed the development and recruitment of a Heritage Community Development worker. The worker has now been recruited and will work to deliver the agreed action plan for the North	Call for Project	<p>Provision of advice and support to groups and individuals working on heritage in the area</p> <p>Source external funding to deliver against the heritage priority in the area</p> <p>Develop and deliver a heritage action plan</p>	G