

SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND EAST: IDENTIFYING NEW ISSUES AND AGREEING ACTIONS (2010/11 WORK PLAN)

1. Why has it come to Committee?

- 1.1 To enable the future development of area based working, the Area Committee requires detailed information to be freely available from a number of different sources. An "intelligence hub" has been established that will act as a repository for information available. Officers will have access to relevant up-to-date information required to make effective decision making at an area level, and provide Area Committees with the detailed analysis required to identify key priorities and future waves of Responsive Local Services activity.
- 1.2 Information has been sourced from other Committee meetings, Community Leadership Programme, Responsive Local Services, which includes the Customer Service Network, the Area Co-ordination Team, Members Query Management System, Questions to Area Committee, Safer Communities Team and the Consultation Team, including resident surveys. Additional links have also been made with the Local Multi Agency Problem Solving groups (LMAPs), in particular the Data Analyst Team from Northumbria Police.

2. New Issue: Review of Byelaws

- 2.1 Law and Governance are leading on a review of City Byelaws. A team of expert Officers from across the authority have formed a task and finish group which is undertaking a review of sites covered by old and dated byelaws. In addition, sites that are not currently covered by byelaws will also be considered in the review. Areas included are cemeteries, resorts and foreshores, countryside, parks and rights of way, enforcement and disorder. The same group is reviewing the rules on dogs and considering the introduction of appropriate Dog Control Orders.
- 2.2 Common issues raised are owners not cleaning up after their dogs have fouled, dogs not being kept under control, trade waste and licensing, balloon or lantern releases, exercising birds of prey, abandoned/burnt out vehicles, shooting, hunting and fishing, off road cycles and quad bikes, beach surfing, beach karting and jet skiing, birds breeding season and bait digging on beaches.
- 2.3 As Committee can see there are a variety of issues to consider. The review is to establish a standard, for example, parks across the City have different signs for dog owners, ranging from 'keep dogs under control' to 'dogs must be kept on leads' the aim is to agree one sign for all parks, therefore bringing clarity and reducing confusion for both residents and Council employees. The review will be presented to Cabinet for approval.
- 2.4 Committee are requested to note the review and agree to receive an update on the outcomes affecting the East Area cemeteries, beaches, countryside and parks via the ward bulletin service.

3. New Issues: Metro Platform Project

- 3.1 Tyne and Wear Metro (TWM) are introducing a new community initiative, 'metro community project'. TWM are looking for local universities, schools, businesses or community groups which would be interested in, for example, adopting a Station to

create a Metro Garden or Metro Arts project to use the station as a gateway to promote themselves to thousands of metro passengers on a daily basis.

- 3.2 Typically the project should be low-maintenance but at the same time creating a refreshing impact to welcome passengers. For instance, SAFC are adopting the Stadium of Light Metro platform.
- 3.3 Sunderland East plays host to four platforms: City Centre, Park Lane, University and Millfield. TWM have 60 stations spread across the five authorities, each one being unique. Not all however are staffed by Station Managers. If a station was adopted TWM have funding to support groups to either clean up the station, plant shrubs, improve the landscape or introduce artwork. The group adopting a station would report any graffiti or litter to their customer hotline and undertake gardening maintenance, however the group would also be able to feed suggestions directly into TWM to improve service delivery.
- 3.4 The Committee are asked to agree to promote the project through the East VCS Area Network, in addition to approaching Sunderland University, Southmoor, Thornhill, St Aidans RC and St Anthony's RC Secondary Schools with a view of all four stations being adopted by a local residents association, voluntary and community organisation or educational establishment.

4. New Issue: Sunderland 'The Place'

- 4.1 This year the Environment and Attractive City Scrutiny Committee is carrying out a policy review into Sunderland 'the Place', with the overall aim of understanding the concept of Sunderland as a place and the associated issues around its identity and image, as well as the perceptions people have of Sunderland. Attached at **Annex 1**, for information, is the Terms of Reference for the policy review.
- 2.2 At its meeting of 18 October 2010 the Environment and Attractive City Scrutiny Committee agreed the approach to be taken in regard to gathering the evidence for the Policy Review and is particularly keen to receive a contribution from each of the Area Committees to understand more about the individual areas that make up the city and the perceptions and experiences of residents living in each area. This evidence will be one part of a much wider policy review.
- 2.3 It is proposed that any members wishing to take part in this phase of evidence gathering are offered the opportunity to take part in an informal discussion in order to feed in key messages to the Area Chair who will attend a facilitated discussion group with the other Area Chairs and members of the Environment and Attractive City Scrutiny Committee. The discussion will be facilitated by the lead officers for the policy review.
- 2.4 The proposal for the discussion will be focused around:
What is Sunderland's 'story'?
 - What makes residents passionate about their area?
 - What are the unique elements of each area and how does each area contribute to the city?
 - What role do Area Committee's play in developing the city's sense of place?
 - What can be done to recognise the unique contributions of each area to the overall city?
- 2.5 A strong sense of 'place' for Sunderland is crucial for our economic viability and the ongoing improvement of the city. This opportunity to feed in to the process is one element of a wider policy review into Sunderland as a place.

Recommendations

Committee are requested to:

- Note the City Byelaws review and agree to receive an update on the outcomes affecting the East Area cemeteries, beaches, countryside and parks via the ward bulletin service.
- Promote the project through the East VCS Area Network, in addition to approaching Sunderland University, Southmoor, Thornhill, St Aidan's RC and St Anthony's RC Secondary Schools with a view of all four stations being adopted by a local residents association, voluntary and community organisation or educational establishment.
- Note the information and agree to hold an informal discussion for those Sunderland East members who wish to participate, before 17 January 2011.

Annex 1: Terms of Reference for Sunderland 'The Place'

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Item 2: Annex 1: Terms of Reference for Sunderland ‘The Place’

Environment and Attractive City Scrutiny Committee

SUNDERLAND ‘THE PLACE’ POLICY REVIEW 2010/11

Overall Aim of the Scrutiny Policy Review

To understand the concept of Sunderland ‘the Place’ and the associated issues around its identity and image, as well as the perceptions people have of Sunderland.

Proposed Terms of Reference for the Scrutiny Policy Review

The draft Terms of Reference for the policy review are proposed:-

- (a) To explore what it means to have a strong sense of place, how important this is for Sunderland, and what benefits this may bring;
- (b) To gain an understanding of the current activity being undertaken within the City Council and across partner organisations with regard to developing a sense of place;
- (c) To examine the role and responsibilities of the City Council and partners in developing and implementing a strong sense of place for the city;
- (d) To understand Sunderland’s ‘story’, where the city is positioned now and the image and identity the City Council and partners are aspiring to and working towards;
- (e) To investigate how people who live, work and study in the city view Sunderland, the place;
- (f) To investigate the approaches taken by other local authorities where there is evidence of success and progress; and
- (g) To gain an understanding of Sunderland’s position both regionally and nationally, and ensure that the city is being represented appropriately by external bodies including the media

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