

# Local Area Plans (LAPs): 2009-2010: Sunderland North 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  N – Sunderland North	Feb 09 1,523 people, 279 from Sunderland North 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.  <b>Results to follow. Not available until mid April 09.</b>	Aug-Nov 08, 1,260 residents were asked citywide, approximately 200 per area which 4 or 5 <b>council</b> 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	In Direct Priority
N1/A1	1 <sup>st</sup>		1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> ,	192 195	<b>Make the streets more attractive, landscaping rundown areas, removing litter and graffiti.</b> Some significant areas of overgrown and rundown land exist in the area. An audit and local improvement plan is required. CCS have begun a programme of work to improve fly tipping and cycle path improvements. There is a need to tackle environmental issues such as dog fouling and litter through education and enforcement. Major developments such as the Sea Front improvements, St Peter's Riverside and the new Wear bridge need to be progressed. (Ref: 5.2.1/5.2.2/5.2.3/5.2.4/5.2.5)
N2/S1	2 <sup>nd</sup>		n/a	17 Local ASB stats	<b>Reduce anti social behaviour, including tighter control on sale and access to alcohol.</b> This covers all types of ASB including domestic violence. More facilities for young people required to reduce ASB and under age drinking. Youth provision is uneven and should be reviewed to ensure all young people have equal access to services. Enforcement on sale of alcohol to under 21s and alcohol free zones would tackle some of the issues. Family intervention can be successful e.g. parenting support, benefit advice. (Ref: 3.1.2/3.1.3/3.2.1/3.2.2)
N3/S2	3 <sup>rd</sup>		n/a	Place survey	<b>More Police or Community Support Officers on the street</b> Need more regular, visible police presence to tackle crime hotspots and reduce criminal damage. Police/CSO presence can tackle the fear of crime, and building up relationships between police/agencies/communities will promote safety and provide more support to victims of crime. Community and Street Wardens can also provide a valuable source of support. (Ref: 3.1.1/3.2.2/5.3.1/5.3.2)
N4/L1	4 <sup>th</sup>		7 <sup>th</sup>	50	<b>Better support for young people e.g. more youth and play services</b> There is an uneven provision of youth facilities across Sunderland North. There should be a mix of general and specialised youth provision. The youth village concept which has been successful in some parts of the City could be implemented. Children and young people need non academic support and advice, including information on social issues such as alcohol and healthy eating. Raising aspirations is key to developing young people – the 'family of schools' approach will provide long term support throughout a young person's education. (Ref:2.1.2/2.1.4/2.2.1/2.2.2/2.2.3/4.3.1/4.3.2/4.4.1/4.4.2)
N5/A2	5 <sup>th</sup>		18 <sup>th</sup>	154 159 195	<b>Invest more in housing programmes and bring empty properties back into use</b> In partnership with Gentoo and other housing providers, empty properties should be tidied up and be made available. Private landlords and tenants are an issue in some parts of the area – need more engagement with this sector. The investment and renewal plan will improve parts of the area and improve the image, however the timing of some of the housing redevelopment is an issue. Working with Gentoo we need to ensure enough social housing is available to replace areas of demolition. More partnership working required re access to housing – streamlining of applications etc.. (Ref: 5.1.1/5.1.2/5.1.3/5.2.5)
N6/A3	6 <sup>th</sup>				<b>Make more of key attractions, and attract more visitors to the City to see them</b> The Sea Front area needs to be more attractive to encourage businesses and visitors to the area. Diverse leisure facilities and public amenities e.g. toilets are needed. We need to promote our heritage and maximise use of existing facilities e.g Fulwell Mill, Hylton Castle, St Peters

					Church. (Ref: 1.1.2/5.2.1/5.2.3/5.2.5)
N7/P1	7 <sup>th</sup>				<b>Promote and develop un-used business units and attract new businesses</b> There needs to be a positive and co-ordinated image based on the strengths of the area, this would help to counter negative perceptions and help in promoting investment. The promotion of Sunderland Enterprise Park and Wessington Way needs to be included in regeneration plans. Development of cluster/sector partnerships can increase opportunities for smaller businesses. Would be beneficial if advice agencies promoting enterprise worked together to ensure all information is co-ordinated and up to date. (Ref: 1.1.1/1.1.2/1.1.3/5.2.5)
N8/P2	8 <sup>th</sup>		n/a	Local 161 163 174	<b>Help people get a new or better job by providing suitable work-related training courses</b> Training packages to meet skills shortages and mentoring during first months of employment can aid retention. Working with employers to fill vacancies is also something which can help local people to gain work. The Business Investment Team and Job Linkage will work together to support local people into work. The Working Neighbourhood Strategy has training provision for over 19s. LSC funded training provides for 16-19 year olds. There are significant issues with qualification levels for adults – additional provision is required, including access to educational opportunities for everyone. (Ref: 1.2.1/1.2.2/2.1.1/2.1.3/2.1.4/2.2.4)
N9/S3	9 <sup>th</sup>				<b>Target crime hotspots</b> Partnership working with the police is required at an area level to target known hotspots of crime and disorder. More beat officers and the possible employment of community wardens could be used as a way to build up relationships within the community with a view to reducing crime. The recent CCTV programme has acquired and deployed 4 cameras across the north area. The need to deploy more CCTVs should be explored. (Ref: 3.1.2/3.1.3/5.3.2)
N10/H1	10 <sup>th</sup>		9 <sup>th</sup>	130 136 139	<b>Provide better support for older people</b> There is a need to ensure that vulnerable adults are given the support they require in order to live independently and safely. Health services e.g. GP and hospital appointments should be easier to access. Social isolation of older people should be investigated – there is a need for more supported housing. Better services required for people with dementia. (Ref: 4.1.1/4.2.1/4.3.1/4.3.2/5.1.1)

**Annex 2****It's Your Sunderland - Local Area Consultation – Sunderland North Area Priorities****279 people from the Sunderland North area responded to the questionnaire**

Number	Theme	Priority	North	Percentage
1	City Life	Make the streets more attractive, landscaping rundown, removing litter and graffiti	124	9.24%
2	Crime	Reduce anti-social behaviour, including tighter control on sale and access to alcohol	122	9.09%
3	Crime	More Police or Community Safety Officers on the streets	118	8.79%
4	Health	Better support for young people eg more youth and play services	100	7.45%
5	City Life	Invest more in housing programmes and bring empty properties back into use	76	5.66%
6	City Life	Make more of key attractions, and attract more visitors into the city to see them	71	5.29%
7	Business	Promote and develop un-used business units and attract new businesses	70	5.22%
8	Employment & Education	Help people get a new or better job by providing suitable work-related training courses	70	5.22%
9	Crime	Target crime hotspots	66	4.92%
10	Health	Provide better support for older people	65	4.84%
11	Health	Make it easier to access health services eg GP and hospital appointments	59	4.40%
12	Employment & Education	Encourage young people to continue into further education	57	4.25%
13	Employment & Education	Support more adults to return to learning and achieve key skills to gain employment	56	4.17%
14	Business	Provide more support for local business owners	55	4.10%
15	City Life	Improve public transport links, cycle routes and pathways	51	3.80%
16	City Life	Give more support for community networks and forums and Neighbourhood Watch Schemes.	35	2.61%
17	Health	Provide more opportunities for people to take part in sport and exercise	34	2.53%
18	Health	Do more to ensure health and emotional well being of children and young people	33	2.46%
19	Crime	Recognise, challenge and provide support to victims of domestic violence	27	2.01%
20	Health	Make it easier for people to get information about major issues including obesity, stopping smoking, cancer and cardiovascular disease	24	1.79%
21	City Life	Encourage more private landlords to become registered	15	1.12%
22	Health	Provide better support for people with alcohol and drug addictions	14	1.04%

## 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: 29<sup>th</sup> August - 7<sup>th</sup> November 2008

Ipsos MORI

