

SUNDERLAND WEST AREA COMMITTEE

27TH OCTOBER 2010

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Environmental and Street Scene Improvements, including Shopping Centres

1. Why has it come to Committee?

1.1 The report provides an update of outstanding issues from the 2009/10 work plan and shows progress against agreed actions in the current year's (2010/11) work plan, **Annex 1a**.

2. Work Plan 2010/11: Environmental and Street Scene Improvements, including Shopping Centres

2.1 Thorndale Road Shops: This work has been approved by the committee and Phase 1 work has commenced after being approved, under the Emergency Funding Protocol, by the Deputy Chief Executive. These first phase works, following discussion with the Police, consist of initial clearance, ground works, shrub works and landscaping and pin kerbing to the fence side of the shopping parade. One fence has been removed and the other is to be re-painted and the pavement has received a deep clean. Phase 2 will consist of removal of the raised bed at the gable end, which will remove the 'hideaway', grassing and shrub planting, pin kerbing, pavement, kerb and barrier works. The final phase will consist of engaging with the shop owners to seek improvements to the shop frontages.

2.2 Pallion Road Shops: Whilst this work has been approved by the committee, final costings are awaited. The work to the shopping parade, and its environs, will consist of painting barriers and street furniture, kerb works and re-grassing of verges and 'worn' open spaces. Once this work is completed, owners of empty shops will be engaged regarding ensuring properties do not detract from the area and appropriate steps will be investigated to tackle irresponsible pavement trading.

2.3 Tree Planting Programme: This has been the subject of a presentation to committee and, as agreed, a Strategic Investment Plan application is being submitted to this meeting. The proposal is for an initial programme of planting starting from Premier Road and through Springwell to European Way. This would improve the environment and assist in tackling climate change issues. The application will be discussed as part of the Financial Report.

2.4 Future Actions: The development of the Green Space Strategy for the West will assist in prioritising environmental improvements and their future delivery. Consultation has begun on the strategy, which may lead to the development of localised 'master plans'. However, Members may wish to consider small scale improvements within neighbourhoods, that will compliment the emerging strategy.

Recommendation:

- Note the progress of the environmental improvements, as detailed in 2.1 and 2.2 and approve up to £30,000 of Strategic Investment Plan funding, subject to full appraisal and consultation, for the completion of the Pallion scheme and Phase 2 of Thorndale Close scheme.

SUNDERLAND WEST AREA COMMITTEE

27TH OCTOBER 2010

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Youth and Play

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2009/10 work plan and shows progress against agreed actions in the current year's (2010/11) work plan, **Annex 1a**.

2. Work Plan 2010/11: Youth and Play

- 2.1 In September, an Officer from City Services presented a report on the Play and Urban Games Strategy (PUGS) 2007-2012 review. The report provided Committee with information on the performance management and achievements made since the introduction of the Strategy, for example, the percentage of children and young people with access to high quality play within 1km from their home increased from 19% to 70%. It also requested Committee to comment on the consultation framework and identify locations for future play development sites.
- 2.2 Since that time, work has progressed on developing play opportunities, with environmental improvements, in the agreed priority area of South Hylton and proposals are being developed, which involve the use of Section 106 funding with potential support from this committee.

Recommendation:

- Agree the further development of play site and environmental improvements in South Hylton and a possible application for funding to this committee.

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SUNDERLAND WEST AREA COMMITTEE

27TH OCTOBER 2010

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Traffic and Parking

1. Why has it come to Committee?

1.1 The report provides an update of outstanding issues from the 2009/10 work plan and shows progress against agreed actions in the current year's (2010/11) work plan, **Annex 1a**.

2. Work plan 2010/11: Traffic and Parking

2.1 At its last meeting the committee requested accident statistics for the area to assist it in determining its priorities. These are currently being compiled and will be available for the meeting

2.2 The committee requested a review of the provision of dropped kerbs and has been discussed at the Traffic and Parking Task and Finish Group and an update will be provided to the committee.

2.3 The committee also asked for further details, relating to costs, of a number of potential road safety schemes. These are:

- Allendale Road. The provision of a raised pedestrian crossing to further slow traffic down at the main entrance to Farrington Community Sports College. The project would also prohibit traffic from the blocking access to the College's entrance for emergency service vehicles. The scheme is estimated at £25,000.
- Ettrick Grove. The provision of a chicane and 'build outs' at the junction and vicinity of Mount Road. The total cost of the scheme is estimated at £21,000.

Recommendation

- Note the updates to be provided.
- Agree the preparation of detailed schemes and funding applications, as referred to in 2.3.

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SUNDERLAND WEST AREA COMMITTEE

27TH OCTOBER 2010

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Reducing Anti Social Behaviour (ASB) and Secondary Fires

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2009/10 work plan and shows progress against agreed actions in the current year's (2010/11) work plan, **Annex 1a**.

2. Work Plan 2010/11: Reducing Anti Social Behaviour (ASB) and Secondary Fires

- 2.1 At its last meeting, the committee approved the use of the Emergency Funding Protocols to support an application from Local Multi Agency Problem Solving Groups, of £41,108, for a multi agency ASB project.
- 2.2 Operation Freedom involves a team of two Police Constables, two Community Safety Officers and a Council ASB Officer patrolling the key ASB locations across the entire Sunderland West area every evening for the first month to create an impact and then every Friday and Saturday evening between 5pm and 11pm. The operation is supported by Special Constables and duty resources when available.
- 2.3 This project is a new way of addressing ASB and crime in Sunderland West and involves a lot of joint working with the community, young people and a range of partner agencies. The project targets ASB geographically and includes prevention, intelligence, enforcement and reassurance tactics. Work is undertaken in relation to the sale and access of alcohol, for example confiscation of alcohol from young people, intelligence gathering and off licence checks.
- 2.4 The project will also improve engagement with youths in all wards of Sunderland West and seek to break down barriers between the young and older residents within communities. The funding is until March 31st and includes resources for additional youth work sessions, which will help to reinforce the positive messages of the initiative.

Recommendation:

Area Committee are requested to

- Note the report and receive further updates regarding any issues arising from the task and finish group.

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SUNDERLAND WEST AREA COMMITTEE

27TH OCTOBER 2010

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Responsive Local Services (RLS)

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2009/10 work plan and shows progress against agreed actions in the current year's (2010/11) work plan, **Annex 1a**.

2. Work Plan 2010/11: Responsive Local Services

- 2.1 RLS is a method of area working designed to:

- Increase levels of resident satisfaction through providing services that are responsive to community needs and effectively communicating improvements
- Tailor services in recognition of differing area/locality circumstances either through local problem solving or adapting service standards
- Recognise and enhance the community leadership role of elected members.

The current scope of RLS covers the service areas of Litter, Graffiti, Refuse, Grass Cutting and Dog Fouling. It also provides the opportunity for a wider range of issues to be considered within a context of local problem solving.

Service Requests

- 2.2 The tables below provide a view of the volume of service requests for the services in scope for August and September 2010.

Service Area – August 2010	North	East	West	Washington	Coalfield
Animal Fouling	14	14	13	5	8
Grass Cutting	1	0	6	2	4
Graffiti	3	5	6	12	9
Rubbish and Litter	93	81	94	98	68
Refuse and recycling	184	223	157	197	170

Service Area – Sept 2010	North	East	West	Washington	Coalfield
Animal Fouling	17	6	4	1	14
Grass Cutting	1	2	0	1	8
Graffiti	3	6	8	7	13
Rubbish and Litter	48	37	48	79	79
Refuse and recycling	116	189	129	102	98

What does the analysis tell us?

- 2.3 The most significant numbers of requests relate to both 'refuse and recycling' and 'rubbish and litter' which is reflected across all areas. This pattern is consistent with previous months and although the numbers regarding refuse are higher than others, when represented as a percentage of total bins collected (less than 0.01%), the service standard is being consistently applied.
- 2.4 The analysis regarding rubbish and litter relates to individual service requests. A further

analysis has been undertaken to identify any specific areas to consider. In this respect two areas have been identified – general littering in Pallion and street scene improvements to Thorney Close and Pallion shopping areas, both of which are being addressed.

- 2.5 The volume of requests has reduced in the highlighted areas from August to September. In respect of refuse this relates to the introduction of the blue bin scheme and the expected increase in customer queries during the transitional period. The high levels of garden refuse have also impacted upon service requests although this is a seasonal issue with an expected decrease in requests.
- 2.6 It is also clear that from the requests received, a high percentage are staff reported, demonstrating that our frontline staff are reporting and addressing these key issues before they become a problem for residents.

Extending the scope of the service

- 2.7 An analysis of all service requests and staff reported intelligence, not limited to the scope of RLS, has shown that service requests for enforcement (dumping of waste), noise and street lighting are also relatively high – refer to the tables below. In this respect it is recommended the scope of RLS be widened to include the three additional service areas.

Service Area – August 2010	North	East	West	Washington	Coalfield
Dumping of Waste	170	173	108	111	80
Noise	38	27	27	27	31
Street Lighting	18	34	10	20	28

Service Area – Sept 2010	North	East	West	Washington	Coalfield
Dumping of Waste	58	58	34	101	26
Noise	17	38	20	23	21
Street Lighting	27	25	13	19	32

- 2.8 The highlighted areas of the analysis are demonstrating a trend showing a reduction in service requests for the ‘dumping of waste’ from August – September. Although this is a positive trend the reasons for it occurring are not immediately apparent and further analysis is being undertaken in this respect. A specific example of enforcement activity in the West area to address the dumping of waste is detailed below:

Rheims Court – household waste.

Evidence found relating to the previous owner. The investigation is ongoing.

Intelligence group

- 2.9 A partnership group has been established to share information and intelligence relative to each Area Committee’s geographical boundaries with a view to identify any service issues and interventions. The group consists of representatives from the Council, the Police and Gentoo who will meet prior to each area committee cycle. The first meeting of the group occurred in early October. Any significant issues identified by the group will be brought forward to Area Committees in a report that will explain the issue/s and also provide options for a service response. Members can then debate options and provide recommendations.
- 2.10 The main issue relating to the West Area, as discussed at the October Intelligence Group was the number of Customer Requests received to deal with Noise. A proposal to pilot an ‘Out of Hours’ Noise Service is currently being developed and will be further reported to Area Committee on 27 October 2010.

City Services: Area Response Managers

- 2.11 The new structure for Street Scene includes six Area Response Managers, one for each area of the City and one for the City Centre. It is anticipated that these will be appointed by December 2010. These Area Response Managers will lead locality based teams delivering Responsive Local Services that are aligned to local conditions and priorities. The Area Response Managers will work with the Area Committees, Area Officers, partners and residents to identify and tackle key issues.

Recognition for Action

- 2.12 There is now a dedicated section on the Council's intranet to enable staff to post good news stories which can be publicised to demonstrate that the council and partners are addressing local issues. In addition to a dedicated email address which is responsivelocalservices@sunderland.gov.uk, enabling staff to post stories for the media team to respond too and publicise as appropriate. The Staff Reporting Line is also being used to report good news stories and the Communications Team are collating the stories to share with the media and include within the Community Newsletters.

Winter Maintenance

- 2.13 Following the severe weather experienced during the winter of 2009/2010 all Area Committees requested some additional information to be made available, for residents and members, regarding the approach to winter maintenance. In response, additional information has been prepared and is now available on the Sunderland.gov website via a dedicated 'Winter Maintenance' page which highlights the gritting routes and the location of salt/grit bins. In addition an article on Winter Maintenance will be included within the November issue of Sunrise.

Also additional training has been delivered to employees working in the Contact Centre in relation to winter maintenance services enquiries and the Street Scene winter maintenance teams are now able to communicate more effectively via mobile phones to coordinate activity and report any service issues.

Recommendation:

Area Committee are requested to

- Note the report and receive further updates regarding any issues arising from the intelligence group.

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Community Action: Review Progress

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Application (SIB/SIP)	Lead Agent	RAG
2009/10							
Target underage drinking - drinking dens	Reduce incidents of alcohol related ASB	Nov 2009	1. Police 2. Members Queries 3. Issues Log & 2009/10 Work Plan 4. Local Confidence Survey	Community Police – patrols Trading Standards carrying out a number of initiatives - Advisory visits to premises, test purchases; operations ongoing. Community and Safer City Scrutiny Committee Policy Review on Alcohol and Anti Social Behaviour (ASB) will report to June Cabinet. Area Committee to receive updates and information.		Safer Communities Team Police	
Raise aspirations of children, young people and their families	Increase the take-up of adult learning opportunities	Nov 2009	1. Family Adult and Community Learning statistics 2. Connexions 3. College stats 4. 09/10 work plan	Area Committee to receive updates on a review of learning provision, 2010/11 work plan. Agreement has been reached on a new procurement process that will enable more local VCS providers to deliver adult learning. Meetings with VCS Networks in Oct/Nov to progress.		Sandra Kenny	
Improve local parks and unsightly land	Improve living space	Jan 2010	1. Ward Visits 2. Members queries 3. AC Issues Log & 2009/10 Work Plan	Area Committee to consider recommendations from Environment Task and Finish Group. Improvements to cycle link at Hastings Hill	Future applications £30,000 approved	Les Clark Keith Hamilton	
Provide comprehensive support in order to increase employment opportunities	Prepare people for work opportunities	Mar 2010	1. Members queries 2. AC Issues Log & 2009/10 Work Plan	Prosperity and Economic Development Scrutiny Policy Review re Working Neighbourhood Strategy to June Cabinet will confirm what has worked in the area. A range of advice and support services available – Fiscus, Libra, SES Improved adult learning opportunities		Andrew Perkin	

Develop an holistic approach to raising adult's skills, aspirations	Provision for 'hard to reach' individuals	Mar 2010	1. Members queries 2. AC Issues Log & 2009/10 Work Plan 3. Hanlon data	City wide audit to identify skills gaps for vacancies over next 12 months underway Sunderland Learning Partnership will continue to develop an holistic approach – Issues log to be updated quarterly Improved adult learning opportunities		Andrew Perkin	
2010/11							
Environment and Street Scene, including Shopping Centres	Tree planting	July 10	1. Litter hotspots	Proposals and costs to be considered by October's committee.	£90,000 SIP application	Keith Hamilton	
	Thorndale Road shops	July 10	2. Member's queries 3. Customer complaints 4. Task & Finish Group	Phase 1 environmental works have begun. Designs are being drawn up for the shops, negotiations will commence with the owners. Phase 2 will consist of works to properties (once agreement reached or enforcement action taken) and additional street and highway works. Report to this Area Committee.	£18,000 funding through emergency protocols. £30,000 SIP to complete (with Pallion)	Les Clark	
	Pallion shops	July 10		Costs have been drawn up and works are due to begin. Report to this Area Committee.	£30,000 SIP to complete (as above)	Les Clark	
Traffic and Parking	Ettrick Grove traffic calming	July 10	1. Issues Log 2. Police stats 3. Traffic Team 4. Customer feedback	Proposals for 'chicane' scheme at £12,000 Report to this Area Committee.	Potential future application	Andrew Jackman	
	Ped crossing at Farringdon School	July 10	5. Gentoo 6. Traffic surveys 7. Accident stats	Proposals for 'raising' the crossing and preventing parking in front of emergency access at £25,000 Report to this Area Committee.	Potential future application	Andrew Jackman	
	Dropped kerbs	Sept 10	8. Task and Finish Group	Referred to Task and Finish Group		Andrew Jackman	
	Provision of accident stats	Sept 10		Currently being compiled.		Andrew Jackman	
Health and Well Being	Risk taking behaviour	Sept 10	1. Public Health Annual Report. 2. IMD 3. Adults in social care	New Health Lead to be allocated, Task and Finish Group to be established in October/November. Increased provision and community activity at Silksworth Cricket Club	SIB £36,000	TPCT Graham Kelly	

Youth and Play	Identifying gaps in services	July 10	<ol style="list-style-type: none"> 1. Members queries 2. AC log 3. Service review 	<p>Play and Urban Games Strategy: proposals being developed for South Hylton.</p> <p>Youth Almighty increased provision</p>	<p>Potential future application</p> <p>SIB £29,994</p>	<p>Julie Gray</p> <p>Joanne Laverick</p>	
Reducing ASB and Secondary Fires	Reducing secondary fires	Sept 10	<ol style="list-style-type: none"> 1. Members queries 2. Issues Log 	West and South LMAPS have developed an engagement strategy to help alleviate an increase in secondary fires.	SIB £3,000	Peter Iveson	
	Tackling ASB	Sept 10	<ol style="list-style-type: none"> 3. N'bria Police stats 4. LMAPS 5. T&WFRS stats 	West and South LMAPS have commenced a West multi agency strategy to tackle ASB hotspots through additional multi agency patrols, signposting and engagement with families.	Emergency funding application of £41,108 approved.	Insp. Kevin Jones	

