

SUNDERLAND WEST AREA COMMITTEE

5TH JANUARY 2011

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 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: The 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. However, due to the sodden nature of the ground and the subsequent inclement weather, there has been little progress since the last committee. Once weather conditions allow, these works will be completed and a second phase of works consisting of the 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. This will be followed by a process of engaging with the shop owners to seek improvements to the shop frontages.
- 2.2 Pallion Road Shops: This work, which will consist of replacement and the painting of barriers and street furniture, kerb works and re-grassing of verges and 'worn' open spaces, has been delayed due to ground conditions. 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: Following the presentation to committee, a Strategic Investment Plan application was submitted to the last committee. 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 was deferred and is brought back to this committee. It will be discussed as part of the Financial Report.
- 2.4 Sunderland West Greenspace Strategy: The development of the 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'.
Elected members, partners, residents and Officers attended a workshop, held at Pennywell Community Centre in October 2010. The purpose of the workshop was to:
- 1) Help identify Greenspace sites missing off the register;
 - 2) Scrutinise existing sites on the register and check their suitability for inclusion;
 - 3) Consider whether the primary purpose identified for each site was correct and suggest alternatives where necessary.

During the workshop six ward maps were examined by participants, with over 50 updates received on land usage and proposed future projects. In addition, partners from The Woodland Trust, Durham Wildlife Trust, Natural England, Gentoo and Groundworks are involved.

The second workshop will be held on 26 January 2011. The programme for the workshop will be to feedback on all queries raised at the first workshop and present new updated maps. The appraisals of the sites are complete and the results will be shared asking delegates key questions, for instance; what would you like to see more of in your area? How far would you be prepared to travel? The findings of the workshop will then inform a survey which will be posted on the Council's website for residents to complete and return. The results will inform the Topic Paper which will be presented to Cabinet.

In addition, Members may wish to consider small scale capital improvements within neighbourhoods, which can complement the emerging strategy.

Recommendation:

- Note the progress of the environmental improvements, as detailed in 2.1 and 2.2.
- Note the developments towards a Greenspace Strategy for the area.
- Consider future programmes of environmental improvement for consideration by the Task and Finish Group.

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SUNDERLAND WEST AREA COMMITTEE

5TH JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Health and Well Being, focussing on areas of concern and risk taking lifestyle behaviour

1. Why has it come to Committee?

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

2. Work Plan 2010/11: Health and Well being

- 2.1 The establishment of a 'Task and Finish' group, to help drive this priority, was agreed by Committee in June. However, due to changes within the Teaching Primary Care Trust there has not, to date, been the capacity to progress this work.
- 2.2 This has now been resolved and the 'Task and Finish' group met on 15th December to begin the process of assisting the committee in making clear and tangible improvements for the benefit of local residents. The Task and Finish group is open to all councillors and includes officers, partners and members of the West Voluntary and Community Sector (VCS).
- 2.3 The group has focussed on the main social determinants of health and has looked to develop a systematic approach to tackling lifestyle and risk taking behaviour and health inequalities. Further, the evidence suggests the main problem, at this stage, is not a lack of services to assist in the development of healthy behaviour, but a lack of connectivity between services and many of those most in need of them. Therefore it is proposed to develop a 'Health Champions' project to help address this.
- 2.4 West Health Champions would focus on front line workers from the public sector, partner organisations and volunteers working in the West. It would look to 'upskill' those front line staff by providing training, which would comprise a basic qualification in: 'Understanding Health Improvement'; 'Emotional Health and Resilience'; 'Introduction to Financial Capability – Helping your Clients'; 'Alcohol Intervention' and; 'Smoking Intervention'. This training can begin to build a systematic approach to tackling health behaviours and can maximise the potential people have to adopt healthier lifestyles by assisting in the removal of barriers to making lifestyle changes. In addition, front line staff and volunteers will be able to provide basic interventions and sign posting to help people take the first steps towards healthier lives.
- 2.5 This training will benefit not only clients of those who participate but also the participants themselves and their own families and communities. As more people become trained then there is the potential for more healthy behaviours to replace some of those less healthy ones that are currently the norm in some communities, and so reduce health inequalities. This is an ambitious approach but radical action is required if health inequalities and lifestyle behaviours are to be addressed locally. Overall the training lasts 3.5 days with each module standing alone. Maximum benefit will be achieved when people attend all elements of the training but these elements can be undertaken at

different times to maximise use of the available training capacity and minimise disruption to frontline services.

- 2.6 The Teaching Primary Care Trust and the Council's Wellness Service support the project and can commit in the region of £58,000 to its overall cost of approximately £88,000, which would provide training for 250 people and would operate until March 2012. A further strand, specifically aimed at children and families, will also be developed.

Recommendation:

- To note the progress of the Health and Well Being Task and Finish group and approve up to £30,000 of the Strategic Initiatives Budget, subject to full appraisal and consultation, towards the cost of a 'West Health Champions' SIB application from the Sunderland TPCT.

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SUNDERLAND WEST AREA COMMITTEE

5TH JANUARY 2011

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 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 have been circulated.
- 2.2 The committee also discussed a number of potential road safety schemes. These were:
- Dropped kerbs. Measures to improve their provision.
 - Allendale Road. The provision of a raised pedestrian crossing to further slow traffic down at the main entrance to Farringdon Community Sports College. The project would also prohibit traffic from the blocking access to the College's entrance for emergency service vehicles. The scheme was 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 was estimated at £31,000.
- 2.3 The committee agreed not to pursue these schemes, on the basis that they should be considered as a city wide strategic issue, and called for a further report.
- 2.4 Following this, the Executive Director of City Services and the Area Officer are progressing the matter. Due to committee deadlines, a verbal update will be presented to committee.

Recommendation

- Note the update to be provided.

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SUNDERLAND WEST AREA COMMITTEE

5th JANUARY 2011

REPORT OF EXECUTIVE DIRECTOR OF CITY SERVICES COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Responsive Local Services (RLS)

1. Why has it come to Committee?

1.1 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.

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

1.3 The Street Lighting Service requests; as noted within the October 2010 Area Committee reports are to be addressed via the Intelligence Group. The Private Finance Initiative (PFI) Contract Monitoring Officer receives the Street Lighting issues and addresses them as required.

1.4 The Noise service requests; as noted within the October Committee report are to be addressed via an Out of Hours Noise Service pilot. Details of which can be found in Section 7.

2. Service Requests

2.1 The tables below provide a view of the volume of service requests for the services in scope for October and November 2010.

Service Area – Oct 2010	North	East	West	Washington	Coalfield
Animal Fouling	22	13	16	17	15
Grass Cutting	2	0	2	4	10
Graffiti	1	14	3	7	12
Rubbish and Litter	107	92	94	93	91
Refuse and recycling	201	218	247	223	208
Dumping of Waste	211	281	154	124	96

Service Area – Nov 2010	North	East	West	Washington	Coalfield
Animal Fouling	24	12	14	4	7
Grass Cutting	0	0	0	0	0
Graffiti	5	14	6	3	5
Rubbish and Litter	51	75	70	77	47
Refuse and recycling	189	233	265	257	262
Dumping of Waste	220	264	142	146	81

3. What does the analysis tell us and what action are we taking?

3.1 Refuse and Recycling

In relation to the number of refuse and recycling service requests: analysis has highlighted that the increase in service requests is linked to the transitional arrangements for the new dry recycling scheme. Increased monitoring of the new scheme during initial collections, as they commence, will be applied by Refuse Managers to ensure service satisfaction increases.

3.2 Rubbish and Litter

The targeted work in Pallion is proving successful regarding the presentation of refuse. Coordinated activity with refuse, street cleansing and environmental enforcement staff is on going; targeting offenders to advise them of their responsibilities and ensure timely clearance.

3.3 Graffiti

The Graffiti Service is addressing service requests more efficiently due to the introduction of mobile technology. Calls from residents asking the Council to carry out clean-ups have fallen over the last year since Sunderland City Council issued 250 frontline staff with mobile telephones and some with handheld computers.

This new way of working means that in many cases staff are able to nip problems in the bud, resulting in quicker and more efficient service for residents. In some cases graffiti is being removed within minutes of being identified.

3.4 Dumping of Waste

Some specific examples of enforcement activity in the West area to address the dumping of waste are detailed below:

Victory Street: household waste dumped in the rear lane. Notice is to be served requiring the correct storage and presentation of waste.

Wilfred Street: waste and bins continuously left in rear lane. Notice previously served with no response or improvement. Occupier to be interviewed and formal action being considered.

Ancona Street: fly tipping of household waste. Householder to be interviewed.

Onslow Street: fly tipping of household waste. Householder to be interviewed.

The Streetscene Service considers issues on a weekly basis within the Pallion area concerning illegal waste disposal, fly tipping, storage of bins and general environmental quality. Whilst improvement is noted in the presentation of waste; bins being stored and housed on the highway remains a concern for the Police and Fire Authority, whilst also causing an obstacle for cleansing teams. Work is ongoing by Environmental Enforcement Officers, within Pallion, to address these issues with homeowners.

4. Intelligence Group

4.1 The Intelligence Group, which meets on a monthly basis, is attended by Sunderland City Council, Gentoo and the Police. The group discussed local issues using various information tools including service requests, staff reporting line, estate walkabouts and

councillor and community group enquiries. Voluntary and community sector (VCS) groups in the area have welcomed this opportunity to share information and intelligence.

4.2 Traffic and Highways

Large numbers of service requests have been received in relation to traffic and highway issues. Streetscene are currently restructuring and improving processes to ensure a more timely response to service requests. The service is also developing a system to prioritise service requests, which will be of increased importance in light of anticipated further reductions in Local Transport Plan funding.

4.3 Issues identified by the VCS

Pennywell Community Centre expressed a concern around litter build up in the area. Councillor Wright approached Gentoo, who will now carry out a weekly litter picking exercise around the Community Centre.

5. Pilot: Out of Hours Noise Service

5.1 Evidence suggests that noise nuisance affects all areas of the city to some degree and as such it is proposed to provide a pilot Out of Hours Noise Response Team to all areas of the City.

5.2 The pilot involves collaborative working with Northumbria Police in support of the Noisy Party Pilot Scheme. The scheme was in place from 25th October and continued until December 19th across the City, as an initial response to noise complaints.

5.3 The results of the pilot are being used to consider how the noise service should operate in future, in terms of, the most effective means to deliver the service and improve customer satisfaction.

6. City Services: Area Response Managers

6.1 All of the new Area Response Managers for Streetscene should be appointed by the date of the Area Committee.

6.2 The Area Response Manager for the West Area will attend each Area Committee.

6.3 The Area Response Manager will make them selves known to each of the Committee members and will also promote their role within each ward, holding drop-in sessions for local residents to talk to them about any issues they may have. The Area Response Manager will ensure local Councillors are aware of any issues raised and address issues as appropriate, directing resources and coordinating activity, as required within the local area.

7. Locally Targeted Communication Messages: Recognition for Action

7.1 It is important that feedback is given to residents to ensure they understand what services have been delivered within their area and how Sunderland Council is developing its service offer to ensure value for money.

7.2 The Area Response Managers and Area Officer, alongside the Area Communications Link Officer, who attend each Area Committee will work together to ensure local news stories, relating to services delivered, are shared with the media and within Community News, which will have a dedicated Responsive Local Services page within each issue.

7.3 This approach will be supported by a targeted campaign to promote the appointment of the Area Response Manager and the local response team. Postcards will also be used to promote local activity, encouraging residents to get involved in the improvement of their city.

7.4 Due to the number of service requests relating to the dumping of waste, it is proposed to develop a campaign to promote the services available from the council to remove white goods for free throughout the year, the bulky collection service, as well as the recycling sites across the city.

8. Working together with Gentoo

8.1 The Area Response Managers are now meeting with their counterpart within Gentoo on a bi-monthly basis to share information and to ensure close working arrangements. The purpose of the meeting is to address day-to-day service issues and to work together to support service delivery alignment, where possible sharing work programmes in particular. Training has been delivered to Gentoo front line staff explaining Sunderland City Council's service delivery methodology and to communicate staffing structures.

8.2 The Customer Services section from Sunderland City Council is also working together with their counterparts at Gentoo to share customer intelligence to support service delivery, particularly sharing messages and improving response times to address service requests.

9. Strategic Land Management (SLM)

9.1 Phase Two of the SLM Project is well underway. All council owned land has now been inspected and work has begun with Land and Property Services to carry out the data cleansing with help of two Officers from the SWITCH Team.

9.2 The next step is to use the gathered data to prepare the Geographical Information System (GIS) information layers that will populate the initial SLM viewer. This will include layers showing land maintenance costs, Gentoo land ownership, leasehold and Customer Service data. The completed SLM viewer will be tested and then presented to a future meeting of Area Committees.

Recommendation:

Area Committee is 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	RA G
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.		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	Committee to receive updates on a review of learning provision, 2010/11 work plan. Agreement has been reached on a new procurement process that should enable more local VCS providers to deliver adult learning. However, funding is per learner, rather than full cost recovery, which can hinder some VCS organisations. A report for the Directorate is being drawn up. The results of further discussions will be reported to committee.		Sandra Kenny	
	Provide support for children and their families	Oct 2010		Impact Family Services project to provide support to children in schools facing bullying. Supports the Anti bullying Strategy.	SIB £9,900	Hazel Brunton	

Improve local parks and unsightly land	Improve living space	Jan 2010	1. Ward Visits 2. Members queries 3. AC Issues	Area Committee to consider recommendations from Environment Task and Finish Group.	Future applications	Les Clark	
		Dec 2010	Log & 2009/10 Work Plan	Improvements to Tunstall Hills allotments	SIB £10,000	Allotment Assoc/ Ethel Wilson	
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	With the launch of the Economic Masterplan in October 2010, specific area reports on the governance and agreed activity will be provided and will be subject to updates via the Ward Bulletin.		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	Application deferred 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. However, due to the sodden nature of the ground and the subsequent inclement weather, there has been little progress since the last committee. Once weather conditions allow, these works will be completed	£18,000 funding through emergency protocols. £30,000 SIB 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. Work	£30,000 SIB to complete (as	Les Clark	

				progress as per Thorndale Close.	above)		
Traffic and Parking	Ettrick Grove traffic calming	July 10	1. Issues Log 2. Police stats 3. Traffic Team 4. Customer feedback 5. Gentoo 6. Traffic surveys 7 Accident stats 8. Task and Finish Group	Proposals not pursued on an area level and are seen as strategic city wide issues. Report being drawn up.		Stephen Pickering	
	Ped crossing at Farringdon School	July 10					
	Dropped kerbs	Sept 10					
	Provision of accident stats	Sept 10					
Health and Well Being	Risk taking behaviour	Sept 10	1. Public Health Annual Report. 2. IMD 3. Adults in social care	Task and Finish group met December 15. Report to this committee. Project proposal to approve in principle.	SIB £30,000 (up to)	Gillian Gibson	
				Increased provision and community activity at Silksworth Cricket Club	SIB £36,000	Graham Kelly	
Youth and Play	Identifying gaps in services	July 10	1. Members queries 2. AC log 3. Service review	Play and Urban Games Strategy: £192,000 project developed for South Hylton, incorporating play and open spaces. Section 106 match funding, contribution from Gentoo.	SIP £75,000	Julie Gray	
Reducing ASB and Secondary Fires	Reducing secondary fires	Sept 10	1. Members queries 2. Issues Log 3. N'bria Police stats 4. LMAPS 5. T&WFRS stats	West and South LMAPS have developed an engagement strategy to help alleviate an increase in secondary fires. Phoenix Project has won National Training Award.		Peter Iveson	
	Tackling ASB	Sept 10		West and South LMAPS have commenced a West multi agency strategy to tackle ASB hotspots through additional multi agency patrols, signposting and engagement with		Insp. Kevin Jones	

				<p>families. The project is funded until March. The success of this approach has been raised with the Safer Sunderland Partnership's Business Support Group which will consider how to take the learning and best practice from these initiatives and identify a way forward.</p>			
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