

## North Area Committee



**Cllr Richard Bell**  
**Sunderland North Area Chair**



**Cllr Dennis Wilson**  
**Sunderland North Place Board Chair**



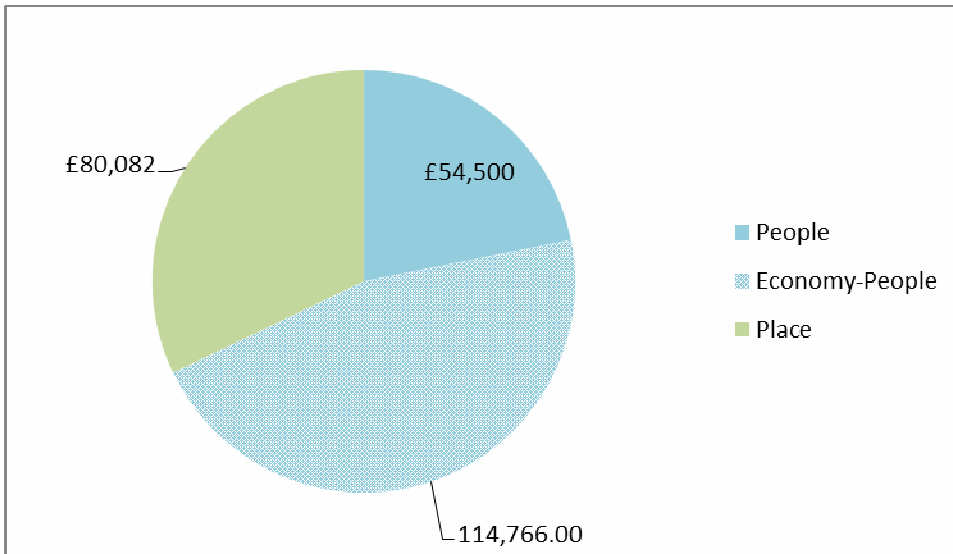
**Cllr Stephen Foster**  
**Sunderland People Board Chair**

North Area Committee continues to work tirelessly alongside its communities, council officers and local partners to influence and support the delivery of services and activities to benefit residents in the North of the city.

During 2013/14 Area Committee agreed that it wanted to focus its attentions on:-

- The further development of its influencing role, in relation to Public Sector Services, and ensuring members help determine how those services are delivered at an area level.
- Targeting its own budgets to kick start activity and innovation and help to further strengthen communities. Those key priorities included green space and shopping centre improvements, accessibility of services, facilities, events and information, job prospects and activities for young people, anti-social behaviour and heritage.

During this last year North Area Committee allocated £249,348 of its Strategic Initiatives Budget to support local priorities (See chart below which provides a breakdown to how SIB has been allocated in line with People and Place priorities). Members have also awarded £51,345 of Community Chest to local community groups to deliver activities that provide genuine community benefit and help to address community need at a ward level.



Breakdown of how SIB has been allocated in line with People, Place and Economy priorities during 2013/14

Some key examples of achievements over this last year include:

**Place**

Continuing to work closely with the Council’s Area Response Team to influence how Street Scene Services are delivered in the North, specifically in line with one of our key priorities to improve green spaces and shopping centres.

Council staff, community groups, partners and volunteers have worked together to update facilities in the North including re-painting equipment at Marley Potts Play Area, clearance and re-planting activity at Roker Park, footpath and bridge repairs at Staverly Road, tree and shrub clearance and re-planting at Sunderland North Community Sports Complex.

Allocated funds for additional green space improvements, to take place during 2014. To include tree thinning, improvements to plantations and the second phase of landscaping improvements to the riverside at St. Peter’s to make the walkway more accessible to local people.

Supported the development of proposals for Dog Control Orders for parks, playing fields and open spaces in the North area. Its proposed that orders will be put in place in July to help standardise our approach to dog control across the city and ensure all dog owners/walkers are aware of their responsibilities in relation to removing dog faeces, and when and where to keep a dog on a lead.

Continued awareness raising, through local businesses, of their responsibilities in relation to keeping shops and surrounding areas clean and tidy.

Influencing the review of the Local Development Core Strategy for implementation in 2016. Elected Members recognise the importance of having a say on the Strategy as it will form the basis of future decisions on land use in the city and, as such, impact on the area’s ability to access jobs and services and create a better environment in which to live.

Supporting the development of proposals for a Parking Management Scheme at the Stadium of Light. This will help deal with problematic parking by non-residents during events held at the Stadium. Recent public

engagement has shown the majority of local residents are in favour of the permit scheme. Once the final stage of development and consultation is complete the scheme could be in place this summer.

Awarded funds to install a clock at the Wheatsheaf gyratory, subject to planning permission. Members are keen to ensure that the installation will be part of the commemorations within the city marking the commencement of World War One.

Influencing the Highways Maintenance Capital Programme and helping to identify which roads will be improved during 2014-15. The final decision will be made based on considering information at a community level from elected members, residents and businesses and reports from Highways and Engineer inspections.

Continue to work with communities, officers and partners to develop a lasting legacy of local history. Helping to shape proposals for improvements to St. Peters Church and its monastic footprint, Roker Pier and the development of the Heritage Bid for Hylton Castle. Additionally we have awarded funding to an oral history project, improvement works to North East Aircraft Museum, Southwick Old Town Hall and Beamish Museum working with local schools to educate young people of the impact of World War one.

2013 saw the second switch on event for Southwick Community Christmas. The event was organised by local community groups and partners including Southwick Neighbourhood Youth Project (SNYP), the Salvation Army, Southwick Primary School and Gentoo and was extremely well supported by local businesses.

Worked in partnership with CEED to consider the feasibility of developing Roker Park Lodge as their base and an Environmental Education Centre for use by schools and community groups. In addition to confirming arrangements for CEED to manage the community usage of the Pods installed at Roker during the summer of 2013.

## **People**

Continuing to work closely with the Council's Early Years Intervention and Locality Services, to encourage the best start in life for our young people. Our particular focus this year has been to ensure the effective delivery of Youth Contracts and helping to inform activities to be delivered by the Children's Centre in the North as from April 2014.

Working with partner organisations in the area to deliver youth activities in addition to trying to keep our young people safe. SIB funding was awarded to local youth providers to deliver youth activities during the summer months. In addition to funding the Police to deliver Operation Harpoon and deal with young people in possession, or under the influence, of alcohol in order to tackle incidents of ASB around Seaburn and Hylton Castle. Those partners are currently working together to agree a joined up and pro-active approach to determining activity and advice for young people in advance of summer 2014.

Supporting better Health and Well Being at a local level. Specifically considering how to tackle social isolation and increase awareness of services available in our communities. Work to date has included the development of a directory of services available and approving funding to allocate to community lead activities that can help to reduce social isolation.

Encouraging healthy lifestyles. Awarded funding to Keep Kids Active who has worked with 2,715 young people, to date, to engage in healthy lifestyle projects. Young people participated in a variety of physical

activities at summer camps which took place at Castle View Academy, Red House Academy and Southwick Community Primary School. Further sessions are planned for the school holidays during 2014.

Delivery of the Men's Healthy Futures North Project continued throughout the year to help address the main lifestyle cause of cancer and promote awareness of its early signs and symptoms. 754 individuals have been engaged through the project to encourage commitment to specific health improvements and lead healthier lifestyles.

Influenced how the city's new modern library service will be delivered as from October 2013. Bunny Hill is now the library hub for the North of the city, supported by Fulwell community library and a programme of community outreach activities to take services into neighbourhoods. Elected Members in the North helped to identify potential venues for community outreach programmes, community book reservation and collection services. Community librarians will continue to work with local community groups to further develop and embed the community outreach approach.

Working with partners to maximise employment opportunities for young people in the area. Recently approving funding to the Foundation of Light to deliver the Back on Track First Steps Project. The Foundation will work with 14 – 16 year olds in the North to develop learning and employability skills in order to reduce the risk of becoming not in employment, education or training (NEET) at school leaving age. Additionally North Area Committee has awarded funding to the Southwick Neighbourhood Youth Project to help to improve the employability of 16-25 years olds in the area. Both initiatives will be delivered during 2014/15.

In summary, the North Area Committee has continued to work in partnership with communities, officers and partners to maximise achievements in the area.

Together we have achieved many successes and would like to thank all members of the Area Committee, Northumbria Police, Tyne and Wear Fire Service, North VCS Area Network, Responsive Local Services and Locality Teams for their continued hard work and support.

Mad Hatter's Tea Party – Community Lead event for Young People

