

31<sup>st</sup> March 2011

## REPORT OF THE CHIEF EXECUTIVE

### COMMUNITY ACTION IN WASHINGTON – PROGRESS REVIEW

#### Workplan 2010/11 and Task Group Updates.

#### 1. Why has it come to Committee?

- 1.1 The report provides an update on progress against agreed actions in the current year's (2010/11) work plan, **Annex 1a**.

#### 2 Progress report of the Health and Well Being Task and Finish Group.

- 2.1 The Washington Health Champions Project is proving successful with good take up across the board. A small steering group has been established which includes Public Health, Public Health Community Engagement Team, Understanding Health Improvement lead, and invited ad-hoc members as required. Since November 2010 the following courses have been run:

- 11 Understanding Health improvement
- 6 Emotional resilience
- 9 Alcohol
- 6 level one tobacco
- 7 Financial capability

Over 200 people put there names forward for courses. Most people are signing up to four or more courses. Most courses up to April are now full and to date more than 400 people have attended. New dates for April, May, June and July have been organised. A briefing session with the Area Community Voluntary Sector Network has been undertaken and important links have been made with a variety of partners such as Gentoo, Fire and Rescue, schools, youth offending, library services and others.

#### 3. Progress Report of the Employment and Business Task and Finish Group

- 3.1 The Employment and Business Task and Finish Group has met on a number of occasions and work is underway to address the priority of helping people to access employment opportunities.

#### 3.2 Job Linkage

Area Committee received a report in September 2010 about Council-funded employability support for Washington and changes to Welfare to Work policy, and the impact that may have on current levels of provision in future.

The Working Neighbourhoods Board granted a time-only extension of Working Neighbourhoods Funding (WNF) to the Job Linkage service. The service was able to create efficiencies over the last few months amounting to approximately £500,000 and this will be used to sustain a level of service across the city for the period from 1 April to 30 September 2011. The service currently running from the Millennium Centre and from the premises in the Galleries are both expected to remain open during this period.

Various organisations responded to the Department of Work and Pension's (DWP) invitation to tender to deliver the Work Programme. Those bidding to deliver in the North East included the following:

○ Working Links	○ Ingeus Deloitte
○ A4E	○ Pertemps
○ Avanta TNG	○ Newcastle College
○ Balfour Beattie, in partnership with Remploy	○ G4S (Group 4 Security)

In addition, the Wise Group were also short-listed, but chose not to submit a bid.

Negotiations have taken place between Job Linkage delivery agents, Sunderland North Community Business Centre (SNCBC) and all of the above organisations, with a view to positioning Job Linkage to become a sub contractor to deliver the Work Programme in Sunderland. The outcome of this was positive with all organisations, except Newcastle College and Ingeus, both of whom have elected not to use sub contractors, but rather to deliver 100% themselves.

Two of the above organisations will be chosen to deliver the Work Programme and DWP will announce the successful bidders on 15 April 2011.

### 3.3 The Skills and Employment Demand Study

The specification to commission this research was released on 11 February, with responses requested by Friday 25 February. Three organisations tendered and these have been short-listed using an evaluation matrix. Newcastle-based researchers, **tbr**, achieved the highest score and it is expected that the contract will be awarded to them (pending approval by Procurement).

An inception meeting will be held at the outset, which will clarify precisely what is required, in terms of the Washington-focus. The tender response states the work will cover a period of 14 weeks and that the final report will be received mid June 2011. The results will inform the future priorities of Washington Area Committee around the support it can offer and the influence it can bring to help boost business growth and help residents into employment opportunities.

### 3.4 Washington Managed Workspace

The business case is still being developed and it is expected that the draft will be sent to One North East by the end of March 2011. It is planned that approval will be received by June 2011 and the procurement process will commence on 1 July 2011.

Contractors are expected to be appointed by October and the site works will begin in December 2011. The construction will take approximately 15 months, to be completed by end of March 2013.

### 3.5 Call for Project: Education and Skills Programme for Young People

Members will recall approving the recommendation of the Employment and Business Task and Finish Group for a 'Call for Projects' with regard to an Education and Skills Programme for Young People to help meet the area's local priorities. That Call for Projects has now gone live with applications closing Thursday May 12<sup>th</sup>. The successful applications will be presented to Area Committee for a decision to the meeting of 2<sup>nd</sup> June.

## 4.0 Progress Report for Responsive Local Services

The Area Response Manager for Washington has now been appointed and will provide a verbal update to Area Committee meetings.

## **5.0 2009/10 Workplan Updates**

### **1.1 Washington Heritage Centre/Washington Heritage Offer Feasibility Study Overview**

Members will be aware that in January 2010 residents from the local community presented a petition to Council in relation to a proposed Heritage Centre for the Washington Area. Following this a meeting was scheduled with officers from Culture and Tourism, Cllr John Kelly, the Area Officer and petitioners to discuss their aspirations. As a result of this meeting Area Committee agreed to fund a feasibility study which would address the following issues:

- Costs for the renovation and restoration of the preferred site for the heritage centre (Spout Lane).
- To consider a range of options for alternative delivery incorporating the current heritage offer within the Washington area.
- Assessing the individual strengths and weaknesses of the heritage assets identified in Washington and how these assets contribute to the area and the city.
- Opportunities for collaboration between heritage sites and assets within the Washington area, including guidance on volunteers, management and governance.

As part of the process the City Council were asked to manage the process on behalf of the Area Committee and the petitioners and in August 2010, North of England Civic Trust (NECT) was awarded the contract to carry out the work. As part of the project Members and Officers have worked alongside NECT throughout the study, and the final report has now been completed. NECT are presenting the report to Committee (**see Annex 2**) of which there were a number of recommendations.

Findings of the report were as follows:

- Supporting local initiative – this would involve a separate professional organisation (to be identified) who would work towards identifying and securing funding to support the range of Washington Heritage groups, to help them to improve their standards. This would enable a learning/support officer to develop the heritage agenda in the area.
- Developing Assets – As above an identified separate organisation or funding stream to allow heritage organisations to improve their standards of visitor care, marketing and interpretation, funding and training of volunteers.
- Celebrating Traditions – that a business case for a Washington Heritage Centre be developed in sufficient detail to support future funding bids. (It should be noted that the Miners Welfare Hall was identified as the preferred site, with costings and recommendations included within the NECT report). As part of this process funding will need to be identified by the petitioners in order to take this to the next stage of the project. Initial projected figures from NECT have been estimated in the region of £40,000 in order to develop a full and robust business case, of which there is no available funding within the City Council at this time.

Following on from NE Civic Trust presenting detail and recommendations of the Feasibility Study, officers will continue to support the process and work with Members and individuals in order to assist them in taking forward the findings.

### **1.2 Vehicle Activated Signs (Programme)**

At the January 2011 meeting Members approved the allocation of £49,000 to deliver 3 Traffic initiatives one of which was the implementation of a Vehicle Activated Signs (VAS) Programme. Officers have now completed the assessment and scoring of the proposed sites and a detailed VAS Programme Deployment report is attached as **Annex 3**.

## **6. Recommendations**

Members are requested to:

- Note the progress report of the Health and Well Being Task and Finish Group
- Note the progress reports for the Employment and Business Task and Finish Group
- Note the progress with regard to the Call for Projects for the Education and Skills Programme for Young People in Washington
- Note the Washington Heritage Centre/Washington Heritage Offer Feasibility Study Overview as detailed in Section 5.1 of the report and to receive further detailed information from NE Civic Trust in respect of the findings.
- Note the report and content of the draft Washington Heritage Centre/Washington Heritage Offer Feasibility Study (February 2011)
- Approve working in collaboration to make progress with regard to proposed recommendations and ways forward as detailed in the draft Washington Heritage Centre/Washington Heritage Offer Feasibility Study (February 2011)
- Note the recommendation in Community Action in Washington: Progress Review 3e Financial Statements and Proposals, to allocate a nominal budget of £76,840 to commence delivering the recommendations of the draft Washington Heritage Centre/Washington Heritage Offer Feasibility Study.
- Note that the Executive Director of City Services be requested to implement the Washington Area Committees deployment programme for Vehicle Activated Signs at the locations ranked 1 to 20 in Appendix 1 of the report (Annex 3) and that the site at Manor Road by a reserve site should problems occur with the establishment or use of a VAS sign at any of the sites ranked 1 to 20.

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## **Background Papers**

Washington Area Local Plan  
Washington Area Committee 2010/11 Workplan  
Employment and Business Task and Finish Group Meetings  
Washington Heritage Centre/Washington Heritage Offer Feasibility Study (February 2011)

**Community Action: Review Progress**

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Request	Lead Agent	RAG
<b>Health</b>							
Provide support to improve healthy lifestyles and wellness (including mental wellbeing). 1. Reduce under age alcohol abuse, teenage pregnancies, and residents smoking. 2. Address emotional health and wellbeing	Support the reduction of health inequalities in Washington by tackling social determinants of health	May 2010	Mosaic Data TPCT. Director of Public Health Report. Ward Visits, Issues Log & 2009/10 Work Plan. LMAPS. IMD.	Agreed proposed approach re Washington Health Champions and SAFC Tackling Health Inequalities through Football & Leisure. Project now underway and achieving all targets and outputs. See Section 2 of the Progress Review Report (Item 3b)	Nil		
<b>Prosperity</b>							
Help local people to access employment opportunities	Provision of employability services in Washington	Dec 2009	Scrutiny Policy Review. Working Neighbourhood Strategy Review	Referred to Washington Employment and Business Task and Finish Group. Report presented to September Area Committee. Further report to March 2011 meeting following Cabinet Report in February regarding review of Job Linkage including agreement of options for the ongoing provision of a Council led Employability Service. See Section 3 of the Progress Review Report (Item 3b) Identified as a continued priority for Area Committee Work Plan 2011/12  Recommendations of Washington Heritage Centre and Washington Heritage Offer Feasibility Study to be considered March 2011	Area Committee to consider funding activity to bring local benefit and continuing to identify this issue as a priority for 2011/12 Work Plan  Allocation of £76,840 SIB (See Item 3e Financial Statements and Proposals)	Karen Alexander (SCC)	
Help local people to access employment opportunities	Identify what the skills gaps are for Employers to employ local people.	May 2010	Area Committee Scrutiny Policy Review	Agreed funding to conduct an Employers Skills Gap survey with employers and present results to future Committee. Study to commence March 2011 with a 14 week programme to completion.  Identified as a continued priority for Area Committee Work Plan 2011/12	Nil	Karen Alexander (SCC)	

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Request	Lead Agent	RAG
Develop infrastructure to support business and enterprise in Washington	Improve the Business Offer in Washington	Dec 2009	Scrutiny Policy Review. Working Neighbourhood Strategy Review	Update report re Washington Workspace presented to this Area Committee. Next steps to confirm business case to One North East by end of March 2011. See Section 3 of the Progress Review Report (Item 3b)  Identified as a continued priority for Area Committee Work Plan 2011/12	Area Committee to consider funding activity to bring local benefit and continuing to identify this issue as a priority for 2011/12 Work Plan	Janet Snaith (SCC)	
More support for 14-19 year olds regarding employability skills and target people and young people who are NEET into education and employment	Improve employability of local young people	Jan 2010	Hanlon Data (WNF) 2. TWRI 3. Connexions	1. Oxclose and District Young People Project hold the contract for the delivery of GO4IT (11-19yrs) (targeted provision for young people at risk of or currently Not in Employment Education or Training (NEET)) 2. Washington North Youth Inclusion Project are working closely with local comprehensive schools to Identify young people at risk of becoming NEET 3. Receive an update from Sunderland Partnership 14 – 19 Delivery Group with regard to research into apprenticeship opportunities.  Area Committee commissioned a call for projects to deliver education and skills programmes and generate opportunities for young people in the culture and heritage sector in Washington. Closing date for applications 12 <sup>th</sup> May 2011.  Recommendations of Washington Heritage Centre and Washington Heritage Offer Feasibility Study to be considered March 2011  Switch Resource request for NEET Co-ordinator 2011/12 Workplan  Identified as a continued priority for Area Committee Work Plan 2011/12	Area Committee to consider funding activity to bring local benefit and continuing to identify this issue as a priority for 2011/12 Work Plan.  £30,000 allocated to Call for Projects for Education and Skills Programme for Young People. Will be presented to June Area Committee for approval.  Allocation of £76,840 SIB (See Item 3e Financial Statements and Proposals)	Andrew Carlton (Sunderland NEET Consortium)  David Barber (14 – 19 Delivery Group)	

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Request	Lead Agent	RAG
<b>Safe</b>							
Tackle antisocial behaviour & misuse of alcohol	Address antisocial behaviour including alcohol related incidents with young people	Nov 2009	N'Bria Police Members Queries Issues Log & 2009/10 Work Plan Local Confidence Survey Scrutiny Policy Review	Licensed premises should be encouraged to sign up to 21+ scheme Community Police – patrols Trading Standards carrying out a number of initiatives Advisory visits to premises, test purchases. Update to future Area Committee re Community & Safer City Scrutiny Committee Policy Review recommendations, ASB Strategy and Delivery Plan, Alcohol Strategy Action Plan Operation Horizon – reported success reports Additional bid focusing on 8 – 13 year olds to June AC – Operation Choice	SIB bid Phoenix Project £11,880 See Item 3c for summary.  <a href="#">Area Committee continuing to identify this issue as a priority for 2011/12 Work Plan</a>	Northumbria Police Team. Stuart Douglas (SSP)	
Improve and increase the variety of youth services and provision available across Washington	Co-ordinated delivery of initiatives to address ASB in young people	Oct 2010	1. Police Stats 2. Customer Insight 3. Issues Log & 2009/10 Work Plan 4. Members queries	1. Meeting Oct re ODYPP, Washington Millennium Centre, Councillors, LMAPS  Oxclose and District Young People's Project (ODYPP) contracted to deliver services across area. XL Villages successful. Still issues at sites and venues re ASB. Proposals for more targeted approach, e.g. through Operation Horizon.  Play and Urban Games Strategy approved Cabinet December 1 <sup>st</sup> 2010.  Concerns with regard to future provision re youth contract, funding – request audit of provision to be lost following funding cuts and rationalisation.	SIB bid CCTV Usworth Grange Primary £11,000  SIB bid Remix Arts Centre £24,780  <a href="#">Area Committee continuing to identify this issue as a priority for 2011/12 Work Plan.</a>	Phil McAloon (ODYPP) + Children's Services	
<b>Attractive and Inclusive</b>							
To make the streets more attractive, landscaping rundown areas, removing litter and graffiti.	Planning for open space, sport and recreation.	Sept 2010	Local Development Framework.	As part of the evidence gathering for the draft LDF Core Strategy Topic Papers, there is a need to revisit the green space survey from 2002. First workshop held October 25 <sup>th</sup> to confirm identified spaces, designation and any issues with usage. Voluntary Sector, Members and Partners invited. Further workshop held February 2011. Further consultations on line until Summer 2011	Nil	Clive Greenwood (OCE)	

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Request	Lead Agent	
Make estates/residential areas more attractive & accessible and address neighbourhood issues re litter, environmental, dog fouling etc	Make area more attractive and accessible	Nov 2009	Ward Visits Members queries Issues Log & 2009/10 Work Plan Traffic Log	Responsive Local Services present service performance information for neighbourhood service standards to Area Committee. Implement 2 <sup>nd</sup> Stage Responsive Local Services Project Receive further updates re Washington Road Safety Scheme – proposals for further consultation re Brandy Lane, complete footways/subway works, report to AC re proposals for Accident cluster schemes. Area Committee to receive an update with regard to June 2011 Cabinet consideration of outcomes of public consultation re Accessible Bus Network. Area Committee to receive an update March 2011 with regard to Cabinet approving a response to consultation on the Tyne and Wear Local Transport Plan 2011- 21. Area Response Managers now in post reporting to each Area Committee		Craig Wilkinson (City Services)  Mike Poulter (City Services)	
Develop a safe environment and healthy living, educating people on neighbourhood management	Attractive and Inclusive	Feb 2010	Ward Visits, Issues Log & 2009/10 Work Plan LMAPS	1. Neighbourhood Housing Managers are proactive in inspecting estates through the Neighbourhood Plans 2. Enforcement teams in CCS being developed. 3. LA working with schools to develop environmental activity in parks. 4. Groundwork operating community allotment in Washington funded through TPCT. 5. Gentoo's Eco Programme with schools.		City Services	
Community Inclusion	Lack of co-ordination and support available to volunteers in Washington.	July 2010	Area Voluntary and Community Sector Network	1. Members consulted and contribute to the draft Sunderland Partnership Volunteering Strategy. Agreement and approval to be presented to January Cabinet. Further report to Area Committee following Cabinet approval February 2011	SIB bid Heritage Festival 2011 £25,000	City Services	
Community Inclusion	Attractive and Inclusive	July 2010	Ward Visits Members queries Issues Log & 2009/10 Work Plan	Area Committee to identify initiatives to deliver community benefit and support inclusion. Opportunity to deliver cross cutting work re inclusion, heritage and lifelong learning. <a href="#">Area Committee continuing to identify this issue as a priority for 2011/12 Work Plan</a>			



**Washington Area Committee  
31<sup>st</sup> March 2011**

**Report of Office of the Chief Executive**

**1. Why has it come to Committee?**

- 1.1 The report provides an update on the draft Washington Heritage Centre/ Washington Heritage Offer Feasibility Study which was approved by Area Committee March 2010.

**2. Background**

- 2.1 In January 2010 members of the local community submitted a petition requesting the City Council to 'develop a site within Washington into a heritage centre.....'
- 2.2 In May 2010 Sunderland City Council invited tenders to undertake a feasibility study to provide recommendations for the future delivery of the heritage agenda in Washington. North East Civic Trust was appointed in June with the project completing February 2011.

**3. The Washington Heritage Centre and Washington Heritage Offer Feasibility Study (Draft)**

- 3.1 The brief for the study considered two areas of investigation:
- Proposals for a Washington Heritage Centre:
    - The Miners Welfare Hall
    - New build
    - Facilities to develop education and training
  - Proposals for the Heritage Offer in Washington
    - A full review of the current offer – assets, organisations and projects
    - Assessment of value of collaboration
    - Current demands and usage and opportunities for development
    - Options for added value through organisations
- 3.2 Washington Heritage attractions, activities and groups were all considered as part of the study.
- 3.3 The study was based on desk research, interviews and consultation with stakeholders and users, community engagement, and a focused workshop with stakeholders. Those stakeholders included Members, Officers of the City Council, residents, the voluntary and community sector groups, Bowes Railway, Tyne and Wear Archives and Museums, the National Trust, the Area Tourism Partnership, Education partners, and training and skills initiatives and programmes.

**4. Conclusions and Recommendations of the Study**

- 4.1 Heritage Offer Conclusions
- 4.1.1 Washington's range of heritage groups and activities falls broadly into three clusters according to the relationships they have with other groups and the public:

Cluster 1: engineering (all audiences) – Bowes Railway, NEAM/NELSAM, F Pit

Cluster 2: local history (community/roots) – Library/local studies, Washington Arts Centre, churches, festivals

Cluster 3: traditional tourism attractions (visitor experience) – Washington Old Hall, Washington Wetlands Centre

Clusters 1 and 3 are 'sector-orientated', having their main relationships outside Washington, whether with members/enthusiasts or the visiting public. Cluster 2 is 'community-orientated', with residents being the primary audience.

#### 4.1.2 Tourism

Washington has an almost non-existent tourism visitor profile, relying on isolated individual attractions, primarily Washington Old Hall with the resources and brand of the National Trust behind it. The 'established' attractions of Washington Old Hall, Bowes Railway, and the proposed NELSAM all have potential for relatively large increases in visitor numbers if the offer, marketing and experience are enhanced. The practical emphasis of much of Washington's heritage, and the links with the recent (memorable) past make the proposed approach to visitors of 'getting involved' more appealing, especially with the unusual range of activities possible.

There is sufficient distinction for Washington to promote its own identity as well as being part of Sunderland. In addition, the external connections such as those with railway heritage should be included in an overall strategy. Similarly, the historical links with County Durham should be explored as another marketing layer.

#### 4.1.3 Learning and skills

While tourism is undoubtedly an area for improvement leading to income derived from visitors to Washington, learning is a far bigger opportunity for the residents of Washington, with most organisations seeing its importance. The practical nature of many of the heritage activities and attractions means the skills necessary to restore and maintain that heritage is a major factor. Without disrespect, the members of many organisations are generally not only of retirement age but over 70. These are pressing issues now and this exercise has shown just how vulnerable Washington's heritage is to succession of skills and understanding.

This exercise concludes that Washington must channel its energies across a range of fronts to safeguard what it has, raise standards and develop new initiatives. The different outlook of the 'sector-orientated' organisations and the 'community orientated' organisations must use the common ground of learning to engage local people who are the next generation of volunteers, thereby ensuring that Washington's heritage has a future.

#### 4.1.4 Coal Mining

It is remarkable that coal mining is one seam of heritage that runs through almost everything on offer or of interest in Washington yet it is almost invisible. Bowes Railway, which owes its existence to coal, is the real champion, but its special significance for the visitor is its unique engineering. F Pit also is about engineering. At the heart of what follows this exercise must be the bringing to life of those traditions, for this will unite the 'sector-orientated' organisations with the 'community-orientated' organisations on common ground through people.

#### 4.1.5 Heritage Centre

The preferred option resulting from this exercise is the Miners Welfare because it more accurately represents what consultations say is needed in Washington – a strong heritage identity based on mining, backed by a mix of training and community uses. This solution is expected to cost £1.4m, could be developed in partnership by a collaboration of the charities, training organisations and local heritage groups and the community. A robust business case is required.

The option for new build is estimated at £1.1m and should be seen as a viable reserve option for consideration. A proposal is to construct a new building alongside F Pit. The advantage of this proposal is that it can be purpose designed, built to budget and would help re-invigorate F Pit.

## 4.2 Recommendations

### 4.2.1 Supporting local initiative: increasing capacity and improving engagement in the 'community orientated' cluster.

Proposal: where possible working in collaboration with the City Council, an appropriate organisation applies for funding to support the range of Washington heritage groups to help them do more and improve the standards of what they do, as identified by this exercise. This would include the provision of learning / support / outreach for 1-2 day per week for 2 years to achieve specific outcomes. The proposal to include creating a new co-ordinated mining heritage project, covering oral history, documentation, interpretation and educational visits to the heritage attractions, presentation of the outcomes at the 2011 Washington Heritage Festival, and a permanent representation in creation of an art installation.

### 1.1.1 Developing assets: the 'sector-orientated' cluster of Bowes Railway, North East Land Sea Air Museum (NELSAM), Washington Old Hall, Washington Arts Centre, Washington Wetlands Centre.

Proposal: where possible working in collaboration with the City Council, an appropriate organisation work with these organisations to improve standards of visitor care, from marketing and interpretation to training of volunteers, funding and management.

### 1.1.2 Celebrating traditions: life-long learning and the importance of heritage skills

Proposal: prepare a business case for a Washington Heritage Centre to support funding bids. A 'Washington Traditions' heritage resource centre should be seen as a medium/long term project aim – all age local focus centre for education, learning, NEETS, training, volunteer development, projects, events, activities, exhibitions, conferences, celebrations, functions, fairs and shows.

## 5. Recommendations

Members are requested to:

- Note the report and content of the draft Washington Heritage Centre/Washington Heritage Offer Feasibility Study (February 2011)
- Approve working in collaboration to make progress with regard to proposed recommendations and ways forward as detailed in the draft Washington Heritage Centre/Washington Heritage Offer Feasibility Study (February 2011)

- Note the recommendation in Community Action in Washington: Progress Review 3e Financial Statements and Proposals, to allocate a nominal budget of £76,840 to commence delivering the recommendations of the draft Washington Heritage Centre/Washington Heritage Offer Feasibility Study.

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#### Background Papers

- Washington Local Area Plan
- Draft Washington Heritage Centre/Washington Heritage Offer Feasibility Study (February 2011)

**WASHINGTON AREA COMMITTEE  
31<sup>st</sup> MARCH 2011**

**REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES**

**VEHICLE ACTUATED SIGNS (VAS) – DEPLOYMENT PROGRAMME**

**1.0 PURPOSE OF REPORT**

- 1.1 To update the Area Committee about investigations carried out with respect to the prioritisation of sites for the deployment of VAS within Washington and to request Committees endorsement to implement the sites in Appendix 1, ranked 1 to 20.

**2.0 BACKGROUND**

- 1.1 Vehicle Activated Signs (VAS) have been developed to address the problem of inappropriate speed where conventional signing has not been effective. They are not a replacement for conventional signing but are designed to be activated by vehicles approaching at a speed above a pre-set level and are intended to remind the driver about the speed limit. When not activated, the sign remains blank.

Research has shown that the signs effectiveness reduces with time especially on local roads where there are few visitors to the area using the road. The research suggests that the signs are most effective for a period of upto three months when used to warn about speed limits.

- 2.2 Area Committee approved funding for the provision of vehicle activated signs at its meeting of 6<sup>th</sup> January 2011. The funding made available by the Area Committee of £35,000 will facilitate the purchase of five VAS (£16,250), twenty retention sockets (£15,000); and enable the signs to be deployed to each socket once per year (£4,000). This will enable the VAS to be rotated around the area with each location being visited for three months each year (subject to funding being available to fund the sign rotation).
- 2.43 Ward Councillors have identified 25 potential sites to be prioritised for inclusion in a deployment programme and these are listed in Appendix 1.

**3.0 DEPLOYMENT PROGRAMME**

**3.1 Key Milestones**

Sites locations approved	March 2011
Installation of sockets	June & July 2011
Delivery of VAS equipment	July 2011
Installation of VAS equipment	July 2011
Deployment Programme	Oct 2011, Jan 2012 & April 2012

#### 4.0 PRIORITISATION

4.1 From the 25 potential sites identified by Ward Councillors investigations have been undertaken at each site to identify a suitable location for the sign; the speed of traffic at the location; and the recorded injury accident history for the road near to the VAS location for the previous 3 years.

1.1 Each site has been scored using three factors:-

- Firstly the number of slight, and serious accidents recorded by the Police over the last three years. Each Serious accident being given 5 points and each slight accident 2 points producing scores between 24 and nil points.
- Secondly based on the road speed of 85% of drivers. The site with the highest speed being awarded 25 points and the site with the lowest speeds recorded nil points
- A local factor of 5 points being awarded if the site is in close vicinity to a school or local shopping area.

A cumulative score for each site based on accidents and speeds has then been derived and each site is listed in order of ranking based on the total score. The results are shown in appendix 1.

4.3 It is inevitable that five of the proposed sites will not be in the top twenty. Taking into account the geographical spread of the top 20 sites Washington is well covered by the proposed ranked sites.

#### 5.0 RECOMMENDATIONS

1.1 That the Executive Director of City Services be requested to implement the Washington Area Committees deployment programme for Vehicle Activated Signs at the locations ranked 1 to 20 in Appendix 1 of this report and that the site at Manor Road by a reserve site should problems occur with the establishment or use of a VAS sign at any of the sites ranked 1 to 20.

# Appendix 1

Ranking	Location	Ward	Scores			
			Speed	Accident	Local	Total
1	Rickleton Way	Washington South	18	24	0	42
2	Sulgrave Road South End	Washington North	17	17	0	34
3	Ayton Road	Washington South	16	13	5	34
4	Barmston ring road - Horsley Road South End	Washington East	19	11	0	30
5	Wormhill Terrace	Washington East	6	23	0	29
6	Sulgrave Road North End	Washington North	20	9	0	29
7	Castle Road (Oxclose)	Washington South	10	14	5	29
8	Springwell Village	Washington West	24	2	0	26
9	Bonemill Lane - Swinhope area	Washington South	23	2	0	25
10	Crowther Road	Washington South	25	0	0	25
11	Donwell periphery road	Washington West	21	4	0	25
12	Emerson Road	Washington South	22	2	0	24
13	Bonemill Lane - Alderwood area	Washington East	11	8	0	19
14	Parkway	Washington Central	14	0	5	19
15	Bonemill Lane - Duxbury Park	Washington East	16	2	0	18
16	Barmston ring road - Horsley Road North End	Washington East	12	4	0	16
17	Fallowfield Way Valley View	Washington East	13	2	0	15
18	Parkway	Washington Central	7	2	5	14
19	Burnhope Road	Washington East	10	2	0	12
20	Vermont	Washington North	3	4	5	12
21	Manor Road	Washington North	5	0	5	10
22	Vigo Lane	Washington East	1	7	0	8
23	Station Road, Fatfield	Washington East	8	0	0	8
24	Barmston Way	Washington East	2	0	5	7
25	Fallowfield Way, Farrier Close	Washington East	4	0	0	4

