

Summary of Council's Corporate Improvement Plan

The Council has a clear set of Corporate Improvement Priorities that address its contribution to the delivery of the Sunderland Strategy 2008-2025 as well as key service and organisational challenges around efficiency, effectiveness and customer focus.

Nine priorities have been identified (covering short, medium and long term challenges) to transform the Council and improve outcomes. The Corporate Improvement Plan captures three-year contributions to the achievement of the priorities and for 2009/2010 the following examples of measures and projects have been identified as addressing the priorities.

Strategic Priorities

Prosperous City

Creating an enterprising and productive global city with a strong and diverse economy. A city that provides jobs and careers for generations to come, where everyone has the opportunity to contribute to and benefit from the local economy. People will fulfil their potential to be skilled, motivated and wealth creating without losing the special characteristic of Sunderland's balanced way of life.

- Steer the investment of over £20 million to get over 2500 people into either work or self employment
- Progress the Software City Incubator which will provide for new information technology business start ups
- Develop and implement a new Port of Sunderland Business Plan
- Continue to progress the development of key sites, particularly the Vaux Site, Farringdon Row, Holmeside Triangle, Stadium Village, St. Peters Riverside, Sunderland Retail Park

Healthy City

Creating a city where everyone can be supported to make healthy life and lifestyle choices - a city that provides excellent health and social care services for all who need them. Everyone in Sunderland will have the opportunity to live long, healthy, happy and independent lives.

- Open two new 25 metre swimming pools at Hetton and Silksworth
- Build 175 apartments that will help older and vulnerable people live independently
- With the Sunderland Teaching Primary Care Trust, lead on the development of initiatives to tackle issues affecting children and young people

- Invest £5million over two years in order to deliver 28 play developments
- Safe City

Creating a city where people feel, and are, safe and secure where they can enjoy life without the concerns of being a victim of crime or being harmed.

- Further develop support to victims of burglary, hate crime and domestic violence to help everyone feel more safe
- Develop responses to reduce incidents of domestic violence
- Implement the Neighbourhood Crime and Justice Pilot which will: generate more visible community payback; provide greater support for members of the public that want to be involved in making their communities more safe; and provide greater support for victims of crime and witnesses
- Work to reduce the risk of offending and re-offending by children and young people

Learning City

Creating a city with a thriving learning culture that supports personal fulfilment. Everyone will be able to access their learning in a cohesive, inclusive city committed to social justice, equality and prosperity. We will ensure learning supports the city's economic prosperity and enables individuals to thrive in the global economy.

- Renew around half of Sunderland's secondary schools by 2010 through a programme to transform teaching and learning
- Extend learning opportunities to students in Sunderland through access
- Reduce the rate of 16-18 year olds Not in Employment, Education and Training
- Improve the numbers of the working age population qualified to at least Level 2 National Vocational Qualification through the Sunderland Learning Partnership

Attractive and Inclusive City

Ensuring Sunderland becomes a clean, green city with a strong culture of sustainability that nurtures its natural and built environment. A city that is recognised as an attractive and accessible place to live, work, study and visit, with a high quality and welcoming physical environment.

- Reduce carbon emissions from council operations by 2% (1,300 tonnes) in 2009/2010. We will make a 10% cut by 2012
- Improve facilities for recycling household waste to achieve the target for 2009/2010 of 30% (41,000 tonnes) of all household waste recycled
- Continue our multi-million pound programme of housing led regeneration in Castletown, Hetton Downs and Middle Hendon

Corporate Improvement Objectives

Customer Focused Services

- Through Digital Challenge, improve and build e-neighbourhoods by providing better access and availability through the deployment of 14 new services
- Extend customer access to council services through a £1.5 million investment in the Contact Centre, Customer Service Centre Network and other access channels
- Further develop communications with residents to help make people more aware of what is happening in their local area
- Extend consultation and community engagement at the local level to assist the development of responsive customer focused services

One Council

- Continue to strengthen local decision making and improved outcomes at a local level through our Area Arrangements via Local Area Plans
- Continue to improve attendance management

Efficient and Effective Council

- Continue to transform services through the Business Improvement Programme, improving customer focus and reducing avoidable contact
- Use the Comprehensive Area Assessment to support improved outcomes and reinforce the reputation of the council and city
- Develop a co-ordinated approach to bidding for and managing external funding across the council

Improving Partnership Working

- Further raise the profile of Sunderland as an international city to encourage continued international business development and investment
- Further strengthen partnership working to deliver the Sunderland Strategy and the Local Area Agreement to improve the quality of life for all Sunderland residents
- Continue to enhance joint working and coordinate design and delivery of services, and enhanced community engagement and involvement

