

Sunderland North Area Committee

22nd July 2010.

Report of the Chief Executive

Community Action in the North – Identifying New Issues and Agreeing Actions (2010/11 Work Plan)

1. Why has it come to Committee?

- 1.1. At its meeting in April 2010, the Committee agreed the report 'Towards a new work plan', which discussed and agreed the principle of up to six priorities, to include Responsive Local Services, to form the 2010-11 work plan. Area Committee then further discussed those priorities at its meeting of the 28th June 2010.
- 1.2. In addition to discussing the new work plan and priorities, Area Committee also agreed new governance processes which have resulted in a new agenda format which allows the Area Committee to identify links between issues and activity. This process provides robust data and evidence with regard to issues, performance management information and streamlines the reporting processes.
- 1.3. The Community Leadership Programme has also consolidated this approach by working with Members to embed mechanisms which improve their capacity to operate as effective community leaders developing a longer term vision for their area and promoting quality of life improvements in support of this.
- 1.4. North Area Committee has agreed that aspiration, self-esteem and pride lie at the heart of the potential solutions to each of the issues – from health inequality to antisocial behaviour and those elements from each of the topics would form a work programme.
- 1.5. Officers and Partners met on 5th July to look at which elements from each of the topics could form a work programme. This proposed programme reflects the over-arching theme in 1.4 and is submitted to Members for their approval at this meeting. Due to the short timescales involved, it has not been possible to produce a proposed programme as an annex to this report. Instead, there will be a presentation to Members, which will enable discussion and agreement on the committee's work programme.
- 1.6. During the 2009/10 Council year, each Area Committee conducted a time-limited pilot arrangement for questions received from members of the public. Experience across the five committees was variable, with one committee receiving seven questions, while others received between none and four. North Committee received two questions that due to a timing issue, were dealt with outside of the Committee meeting. From the questions received it has been demonstrated there is a need to ensure that Committee time is dedicated to dealing with questions that affect groups of residents, while using other

mechanisms to resolve more specialist issues, for example those that affect only an individual. In the light of this, a mainstreaming of questions to the Committee is proposed from July 2010. Residents' questions to the Committee will form an information stream within 'Community Insight' element on item 2 of the agenda. Considering these together with information from a range of other sources and information streams will provide the Committee with a rounded view of current and emerging community priorities. This will allow the Committee to prioritise areas for Members' attention and target Committee action, based on improved intelligence about issues current in the community

2. Performance Management

- 2.1 A range of data sources have been utilised in the development of the priority setting. The progress and performance management of all new issues and projects will be measured using a wide range of intelligence from internal and external sources.

2. Progress Report 2010/11 Action Plan Ref Annex 1

- 3.1 As a result of this meeting, two working groups, engaging all the partners, were established to identify which programme or project fit's best within each of the priorities. These working groups will report to the Committee at this meeting.
- 3.2 Responsive Local Services (RLS) are 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 initial scope of RLS focused upon five discrete service areas of Litter, Graffiti, Refuse, Grass Cutting and Dog Fouling. The next wave of services to be included are under review, however it is anticipated that enforcement will be included. The analysis was completed in June and the next wave will be confirmed in July 2010.

Although the target services within the scope of RLS remain a priority in terms of tailoring, the problem solving element of project does not exclude other issues being addressed that arise from the information presented to members at each committee.

4. Recommendations/Options

Members are requested to:

1. Note the contents of this report
2. Note that performance data relating to new issues raised will be evidenced through Customer Insight information from September 2010
3. Agree a work plan for the North following the presentations of the Working Groups.

5. Background papers

5.1 North Local Area Plan

6. Contact Officer

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