

Sunderland East Area Committee

21 July 2010

Report of the Office of the Chief Executive

Community Action in Sunderland East: 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 agreed those priorities at its meeting of the 24th May 2010.
- 1.2. In addition to agreeing 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.

2. Questions to Area Committee

- 2.1 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. 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.
- 2.2 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.

3. New Work Plan 2010-11

- 3.1 Sunderland East Area Committee has agreed to focus its efforts where they can make a real difference and have identified four key priorities:
 - Increase employment and enterprise across the area.
 - Reduce Anti Social Behaviour (ASB) and increase confidence and trust levels in communities.
 - Identify gaps in youth and play provision.
 - Responsive Local Services.

Transportation was listed as a reserved priority. It was also recognised there will be a need to consider other cross cutting areas of work, i.e. child poverty, whilst delivering against those priorities. **Annex 1** includes the recently identified priorities which Area Committee has the capacity to address, provides supporting evidence and data, and proposed options.

3.2 At future meetings the Lead Agents of the priorities will report through Item 3 on proposed focus, activity and options for delivery made towards addressing the four priorities. Enabling Area Committee to influence and monitor progress throughout the year.

3.3 The following data sources have been utilised to provide intelligence for the four priorities outlined in the work plan 2010-11, see table below.

New Issue	Evidence and/or Data Source
1. Increase employment and enterprise opportunities across the area.	Scrutiny Committee: Policy Review of Working Neighbourhood Strategy; Index of Multiple Deprivation; Hanlon Performance System; City wide survey with employers.
2. Reduce ASB and increase confidence and trust levels in communities.	Responsive Local Services Issues Log; Northumbria Police stats and Local Multi Area Problem Solving meetings (LMAPs) Safer Sunderland Partnership (SPP): Local Confidence Survey.
3. Identify gaps in youth and play provision.	Children Services and City Services; Customer in sight; Scoping document
4. Responsive Local Services.	Customer in sight data (contact centres); Responsive Local Services Issues Log; Members Query Management System

4. Progress Report 2010/11 Action Plan

Employment and Enterprise:

The Lead Agent for increasing employment and enterprise opportunities across the area will present the recommendations received at the Prosperity and Economic Development Scrutiny's Policy Review on the Working Neighbourhood Strategy, see **Annex 2**.

ASB and Confidence Levels:

The first 'enhanced' joint meeting between East area elected members and Northumbria Police was held on the 7 July 2010, welcoming the new Sgt for the City Centre, Sgt Mick Hall. Neighbourhood Police Inspectors provided recent crime statistics down to a ward level to the group. It was agreed that they was a need to keep Committee up to date with 'who is who' in the Neighbourhood Teams, further information available from www.northumbria.police.uk.

It was proposed that ideas for campaigns and projects come forward from the four LMAP groups which work within the East area, to address the residents concerns highlighted in the Single Safer Communities Survey: inconsiderate parking; rubbish and litter lying around; teenagers hanging around the streets; speeding and dangerous driving; vandalism and graffiti; reducing ASB, including secondary fires, and increase confidence and trust levels in the community.

An Officer from City Services within Sunderland City Council presented a briefing on Vehicle Actuated Signs (VAS) to reduce speeding and dangerous driving. It was proposed that a SIB application was submitted to fund five VAS's for the East along with associated revenue costs to deliver a rolling programme across the area for one year, subject to alternatively funding been secured to sustain the project.

Youth and play provision:

The Lead Agent will present an evaluation report on the XL young villages to the Committee, see **Annex 4**.

Responsive Local Services:

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.

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 July and the next wave will be confirmed in September 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.

5. Recommendations

5.1 Employment and Enterprise:

- That recommendation (c) is selected by the Committee.
- Establish and nominate members to form a Task and Finish Group, (**see Annex 3**), with the aim to identify successful interventions using evidence from the Working Neighbourhood Strategy to fund a project that provides access to opportunities to neighbourhoods across East area to increase employment and enterprise opportunities with an estimated budget resource requirement coming forward to September 2010.
- Results of the Employer's Skills Gap city wide survey with employers presented to Area Committee in September 2010.

5.2 Reduce ASB and increase confidence and trust levels in communities

- Proposals for campaigns and projects to address the priority are sought from the four LMAPs which cover Sunderland East and presented to the next meeting scheduled 23 August 2010 for discussion.
- City Services, Sunderland City Council are invited to submitted an application to fund five VAS's for the East along with associated revenue costs to deliver a rolling programme across the area for one year.
 - Subject to alternatively funding been secured to sustain the project.
 - A protocol is developed, in partnership with elected members, to implement the VAS programme.

5.3 Responsive Local Services

- Note the progress made on RLS.

5.4 Identify gaps in youth and play provision

- Members are requested to note the content of Annex 4: Feedback evaluation on XL youth villages.
- Scoping document identifying what youth and play provision is available across the East area completed during the Summer and presented to a future meeting, with a view of establishing a Task and Finish group to deliver recommendations agreed at Committee.
- Inform and be consulted on proposals regarding play provision in September 10.

6 . Background papers

6.1 Sunderland East Local Area Plan

Appendices:

- Annex 1: Community Action: New Issue
- Annex 2: Economic Development Scrutiny's Policy Review on the Working Neighbourhood Strategy
- Annex 3: Task and Finish Group: guidance notes
- Annex 4: Feedback evaluation on XL Youth Villages

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