

Annex 1 - Washington Local Area Plans (LAPs): 2009-2010: Draft Top Ten Priorities

Key

Direct Priorities: Identified priorities where Area Committee can enhance current services now, or implement new projects.

Indirect Priorities: Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.

Ref	Washington LAP Ranking	Community Spirit Ranking	Sunderland Resident Survey (Ipsos MORI)
W – Washington P – Prosperous Theme L – Learning Theme S – Safe Theme H – Healthy Theme A – Attractive and Inclusive Theme	Feb 09 1,523 people, 152 from Washington were asked to pick 5 priorities, within a 2-3 mile radius in which they lived, from 22 city proposed priorities. See Annex 1.	In November, panel members from Community Spirit were asked to complete a budget exercise, allocating certain amounts of 'units' against services, the more units used the more important the service was. Results to follow. Not ready until mid April 09.	Aug-Nov 08, 1,260 residents were asked city wide, approximately 200 per area which 4 or 5 council services do you think are the most important? This does not take into account partners services. See Annex 2

Ref	Washington LAP ranking	Community Spirit ranking	City wide MORI ranking	LAA NI	Priority
W1/S1	1 st		n/a	17 Local ABS stats	Reduce anti social behaviour, including tighter control on sale and access to alcohol. Collectively target ASB, including domestic violence. Tackle misuse of alcohol with strong collaborative intervention/support services and enforcement. Off-licensed to sign up to the 21+ scheme. CCTV needs to be deployed around areas of Washington to deter people from committing crime (ref: 3.2/3 & 3.3)
W2/A1	2 nd		1 st , 2 nd , 3 rd ,	192 195	Make the streets more attractive, landscaping rundown areas, removing litter and graffiti. Develop a safe environment and healthy living by taking a lifelong learning approach to educating people on neighbourhood management. Improve green spaces, recycling; underpasses and unlit walkways. Take action against fly tipping; where relevant poor private landlords and tenants. Involve communities in planning for real exercises. Encourage healthier living in communities by reducing the amount of unhealthy options i.e. limit the number of fast food outlets, etc. (Ref 3.2/4.23-5/5.3)
W3/S2	3 rd		n/a	4% Place survey	More Police or Community Safety Officers on the street Councillors and police to strengthen relationships with partners and local residents, introduce Community Police Forums, Police/Community Support Officer's teams and Neighbourhood Watch Schemes. Circulate a directory of all services delivered in Washington, promoting and recognising good news stories. (Ref 3.1).
W1/L1	4 th		7 th	50	Better support for young people e.g. more youth and play services Improve and increase youth services, sessions and provision in Washington. Youth provision is uneven and the commissioning model is under reviewed. Safeguard children and young people. Deliver campaigns around lifestyle choices (stop smoking, etc) directly to pupils and students at schools/college, at businesses, public venues (pubs/betting shops) (ref: 2.3/5.2.1)
W2/A1	5 th		18 th	154 159 195	Invest more in housing programmes and bring empty properties back into use Bring empty properties back into use i.e. pilot in Sulgrave. Strengthening the connection with AC and all Social Registered Landlords. Prioritise social houses in Washington for the people who live in Washington. On housing estates, where possible transform grass verges into parking bays. (Ref: 1.3.3/4.2.3/5.1.)
W4/A2	6 th		4 th and 8 th	175 176 Place survey	Improve public transport, cycle routes and paths Improve public transport services, including railway lines and accessibility. Reduce pricing/charge rates and improve signage, lack of public transport on an evening,. Increase influence over private bus operators. Lack of accessibility, poor cycling

					and walking options. More options provided for getting around Washington e.g. cycle routes, pavements, accessibility of wheelchairs/buggies. Install traffic calming measures in known high risk areas. (Ref: 1.2/5.3/5.4)
W3/H1	7 th		9 th	130 136 139	Provide better support for older people Need for more supported housing and one to one support and personal care, to encourage independent living. Raise awareness of support available to access GP's or receive equipment, etc. Preventative services and Primary Care need to be strongly linked. (Ref: 4.1.2)
W4/P1	8 th		n/a	Local	Promote and develop un-used business units and attract new businesses Develop un-used business units; offering start up packages, including reducing rental fees; offer varied sized units i.e. making 3 into 1. Enhance packages offered to unique business. Provide empty or under used buildings/ units to community groups. (Ref: 1.1/5.3.3)
W5/L2	9 th		n/a	Local 161 163 174	Help people get a new or better job by providing suitable work-related training courses Raise awareness of opportunities available to people who are 2 nd generation, with regards to joblessness. Develop bespoke training packages; encourage private sector to adopt friendly working policies i.e. carers into work. Engage with recruitment agencies to find out what local employers require from the labour market. Deliver lifelong learning courses locally, building on the existing strong networks. Encourage schools and VCS groups to connect. (Ref: 2.1.2 / 2.2)
W6/L3	10 th		6 th	117 91	Encourage young people to continue into further education Increase opportunities to access training. Plan training around jobs. Support given to young people 16-18. Target people EET and young people who are NEET. (Ref: 1.3.1/2)

INFORMATION ITEMS

Annex 2 – Washington Analysis of Consultation Results, including MORI, performance measurers and recommendations.

- Key: **Green** Direct priority for Area Committee
Blue Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.
Purple: Transfer to Theme which has accountability to deliver performance measure.

1. Washington a Prosperous Area Summary

Local priorities from stakeholder events	Identified through residents consultation
1.1 To encourage enterprising activity 1.1.1 Develop un-used business units across Washington 1.1.2 Offer start up packages, including reduced rental fees 1.1.3 Offer varied sized units. i.e. making 3 into 1 1.1.4 Enhanced packages offered to unique businesses	Promote and develop un-used business units and attract new businesses
1.2 Attract investment 1.2.1 Improve public transport services, including railway lines and accessibility across the area. More control over private bus operators. 1.2.2 Lack of accessibility, poor cycling and walking options	Transfer to Attractive and Inclusive theme Improve public transport, cycle routes and paths
1.3 Support economic growth 1.3.1 Increase access opportunity to training. Plan training around jobs. 1.3.2 Support from young people 16-18 not in employment, education or training 1.3.3 Provide attractive housing 1.3.4 Re-establish Washington Business Forum 1.3.5 Strengthen and support existing service, by responding to the recession	Transfer to Attractive and Inclusive theme Help people get a new or better job, by providing suitable work related training. Encourage young people to continue into further education Invest more in housing programme Sunderland Business Forum established recently, via Working Neighbourhood Funding.

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
1. Prosperous	1.1 To encouraging enterprising activity	1.1.1 Develop un-used business units across Washington 1.1.2 Offer start up packages, including reducing rental fees. 1.1.3 Offer varied sized units. i.e. making 3 into 1 1.1.4 Enhanced packages to new unique businesses.	Promote and develop un-used business units and attract new business	8 th	LAP: improve the variety of shops and the image of shops across the villages.	N/a	Business start up (Local)	n/a	Needs setting up as a new indicator as a requirement of Working Neighbourhood Fund (WNF) , LAA and area plans. WNF is targeting worklessness and business start up. An analysis of business units in Washington will be conducted by D&R. Results from business unit's analysis may then evidence the need for it to become a direct priority.	Indirect priority
	1.2 Attractive Investment	1.2.1 Improve public transport services, including railway lines and accessibility across the area. More control over operators of bus services. 1.2.2 Lack of accessibility – cycling and walking options	Improve public transport, cycle routes and paths	6 th	MORI: City wide: the majority of residents are positive about public transport. Satisfaction with public transport is now at its highest level since 1998. LAP: We need the Metro to Washington Place Survey results to follow Jun 09.	NI176 NI 175 Place Survey	Working age people with access to employment by public transport Access to services and facilities by public transport, walking and cycling. Satisfaction with public transport	Bi/annual	Slow moving PI's actions will need to be focussed and measurable to demonstrate interim improvement Strong connection to A&I as is has accountability to improve access to services (see NI175) Opportunity for AC to feed into Tyne and Wear transport strategy, including reopening of Leamside Line. £100k central SIP being spent on cleaning up cycle routes, caused by fly tipping in addition to preventative measures i.e. CCTV being install. Request for review on connectivity across area.	Transfer to Attractive and Inclusive Theme

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
1. Prosperous	1.3 Supporting economic growth	1.3.1 Increase access opportunity to training. – plan training around available jobs	Help people get a new or better job by providing suitable work related training	9 th	IMD stats: Residents in Washington are generally better qualified than the city average. With the exception of Washington North.	n/a	Number of local people put into work (Local)	Annual	This is a priority for Working Neighbourhood Fund and partners. Stats re: course take up should be available on take up/nos of adult learners. Learning theme has accountability to deliver measures.	Transfer to Learning Theme
		1.3.2 Support for young people 16-18 not in employment, education or training	Encourage young people to continue into further education	10 th		NI117	16 to 18 year olds who are not in Education, Employment or Training			
		1.3.3 Provide attractive housing in the area	Invest more in housing programmes	5 th		NI154	Net additional homes provided			
						NI159	Supply of ready to develop housing sites		SCC Housing Service are establishing Local Area Strategies, to encourage a co-ordinated approach, in delivering housing services. Gentoo have investment and renewal programmes ongoing in the area. Results of the Strategic Housing Land Availability Assessment are expected to be completed by April 2009.	Transfer to Attractive and Inclusive theme.

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Comments	Recommend
1. Prosperous	1.3 Supporting economic growth	1.3.4 Re-establish Washington Business Forum	Provide more support for local business owners	13 th	n/a		<p>The Business Forum dissolved in Washington, along with others across the City in 2005, as sustainability became an issue. The Business Investment Team, have been working with a regional business club and several months ago established a Sunderland Business Club, part funded via Working Neighbourhood Fund. Several businesses in Washington are already affiliated.</p> <p>Meetings are held monthly, across different locations in the city.</p> <p>Promote and encourage businesses to join Sunderland Business Club</p>	In direct priority.
		1.3.5 Response to recession – Strengthen and support existing services						

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Purple Transfer to Theme which has accountability to deliver performance measure.

2. Washington a Learning Area Summary

Local priorities from stakeholder events	Identified through residents consultation
2.1 Ensuring individuals flourish 2.1.1 Target people into EET and young people who are NEET 2.1.2. Raise awareness of opportunities available to people who are 2 nd generation, with regards to joblessness 2.1.3 Deliver lifelong learning courses locally. 2.1.4 build on the existing strong network of tertiary schools and encourage a connection with local VCS groups	Help people get a new or better job by providing suitable work related training Encourage young people to continue further education. Support more adult to return to learning
2.2 Encourage employers to employ locally 2.2.1 Find out what local employers require from the labour market 2.2.2 Develop bespoke training packages 2.2.3 Encourage private sector to adopt friendly working policies i.e. carers 2.2.4 Target recruitment agencies	Provide more support for local business owners Help people get a new or better job by providing suitable work related training
2.3 Wellbeing of all children and young people 2.3.1 Safeguard children and young people 2.3.2 Improve youth services, work and provision in Washington	Do more to ensure health and emotional well being of children and young people Better support for young people e.g. more youth and play services

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
2. Learning	2.1 Ensuring individuals flourish	2.1.1 Target people into E.E.T. and young people N.E.E.T.	Help people get a new or better job by providing suitable work related training	9 th	LAP: Break the cycle of the 'norm' and encourage people into education and employment.	NI117	16 to 18 year olds who are not in Education, Employment or Training	Quarterly	Children Services, contracted Youth Providers, schools and SUN College are actively implementing strategies to target EET and NEET. Children Services manage Family, Adult and Community Learning contracts, annually, which fund non accredited courses in VCS. Learning Skills Council (LSC) to transfer management to local authority in 2010. * need to confirm what we require and check its available at a lower area level with the LSC	In direct priority.
		2.1.2 Raise awareness of opportunities available to people who are 2 nd generation, with regards to joblessness	Encourage young people to continue into further education	10 th		NI 91	Participation of 17 year olds in education and training	Quarterly		
		2.1.3 Deliver lifelong learning courses locally. Challenging barriers to learning – transport, self esteem, time of lessons, (evenings and weekends), supporting the use of CA's and sustainable learning routes	Support more adults to return to learning	15 th		Local	Number of local people put into work			
		2.1.4 Build on the existing strong network of tertiary schools and encourage a connection with local VCS groups.					NI161 NI162	Increase the number of learners achieving L1 qualifications in literacy Learners achieving an entry level 3 qualification in numeracy.		

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
2. Learning	2.2 Encourage Employers to employ locally	2.2.1 Find out what local employers require from the labour market and match the skills to the job.	Provide more support for local business owners	13 th	LAP: poor employment opportunities for adults with learning difficulties, after the age of 18 they can go on courses, but employers aren't keen to employ people with disabilities.	NI174	Skills gap in the current workforce reported by employers	Quarterly	Strong connection with Prosperous theme (1.1) Several partners, are involved in delivering on this priority. Business Investment Team, Children Services and Health, Housing and Adult Services. AC could be the focal point to provide a co-ordinated approach to investigate current market trends/skills shortages across the area. Engage with key VCS groups in advice and support provided, or potential projects to deliver, to support lone parents or carers into employment or volunteering opportunities	Direct priority
		2.2.2 Where there are obvious skill shortages, develop bespoke training packages. Actively encouraging people from Washington to enrol	Help people get a new or better job by providing suitable work-related training	9 th		NI163	Working age population qualified to level at least 2 or higher			
		2.2.3 Flexible working arrangements for parents/carers in the Private Sector.				Local	Number of local people put into work			
		2.2.4 Target recruitment agencies that work on behalf of the larger employers, as a way to start discussing needs of employers and potential employees e.g. training, skills, gaps in the market								

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
2. Learning	2.3 Wellbeing of all children and young people	2.3.1 Safeguarding children and young people	<ul style="list-style-type: none"> Do more to ensure health and emotional well being of children and young people 	16 th	MORI: Area: Services that help families under 5s, rate highest with user satisfaction rating.	NI68	Percentage of referrals to children's social care going on to initial assessment	quarterly	Statutory duty to safeguard children and young people.	In direct priority.
						NI59	Percentage of initial assessments for children's social care carried out within 7 days of referral			
						NI64	Child protection plans lasting 2 years or more			
						NI65	Percentage of children becoming the subject of a Child protection Plan for a second or subsequent time			

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2. Learning	2.3 Wellbeing of all children and young people	2.3.2 Improve youth services, work and provision in Washington	Better support for young people e.g. more youth and play services	4 th	<p>MORI: Area: Facilities for young people; parks and sports facilities in parks record the high user dissatisfaction rating.</p> <p>LAP: more evening and weekend youth activity, would also impact on reducing crime and anti social behaviour.</p> <p>LAP: re-introduce national service.</p>	NI50	<p>Emotional health of children</p> <p>No current measures centrally, other than no's of contact with young people, but YDG have area targets, via locally delivered contracts.</p>	Annual	<p>Youth Development Group (YDG) currently reviewing and engaging with young people, re: provision in City, via Mini Youth Inc conference. Members also attended conference.</p> <p>Results are going to be feedback to AC.</p> <p>Sunderland City Council consulting on Play and Urban Games Strategy</p>	In direct priority

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3. Washington a Safe Area Summary

Local priorities identified through Stakeholders events	Identified through residents consultation
3.1 Partnership working 3.1.1 Councillors and police to strengthen relationships with partners and local residents. 3.1.2 Produce and circulate a directory of all services delivered in Washington 3.1.3 Promote and recognise good new stories	Enable local people and groups to engage with partners and influence the development of responsive local public services
3.2. Anti Social Behaviour 3.2.1 Develop a safe environment: green spaces, underpasses and unlit walkways 3.2.2 Take action against fly tipping; private landlords and private tenants. 3.2.3 Collectively target known hotspots of disorder	Transfer to Attractive and Inclusive Make the streets more attractive, landscaping rundown areas, remove litter and graffiti. Encourage more private landlords to become registered
3.2.4 Provide support to victims of domestic violence	Recognise, challenge and provide support to victims of domestic violence
3.3 Reducing crime and the fear of crime 3.3.1 tackling misuse of alcohol with strong collective intervention and enforcement 3.3.2 Off-licensed premises should be encouraged to sign up to the 21+ scheme and be monitored to ensure adherence to the scheme 3.3.3 CCTV needs to be deployed around areas of Washington to deter people from committing crime.	Reduce anti social behaviour, including tighter control on sale and access to alcohol

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
3. Safe	3.1 Partnership working	3.1.1 Councillor's and police to strengthen relationships with partners and local residents. Develop and establish a recognised infrastructure to enhance Area Committee's and LMAP's e.g. Community Police Forum's and Neighbourhood Watch schemes. More Police and Community Supports Officers (CSO's) on the beat.	Enable local people and groups to engage with partners and influence the development of responsive local public services.	n/a	MORI: City wide: Almost 2 in 5 residents agree that the council is too remote and impersonal. MORI: City wide: Only 53% of residents feel the council keep them well informed about services and benefits. MORI: Citywide: 2 in 5 residents agree that the council asks for the views of local people, 1 in 4 agree that it listens.	NI4% (Place Survey) Results due Jun 09	% of people who feel they can influence decision in their locality	Bi-annual	Police Community Forums could be aligned to work before or after Pride meetings?, questions around sustainability of the police meetings.	Direct priority.
		3.1.2 Produce and circulate a directory of services delivered in Washington, across all sectors to residents.			MORI: City wide: residents prefer to find out about the council services and activities from Sunderland Echo or from leaflets delivered through their door.		How strongly residents perceive they belong to their neighbourhood	Annually	The projects are visual and will engage with local residents. Good news can be use to challenge the fear of crime and encourage people to feel as if their have influenced decision making in their area, in addition to been proud and increase volunteering opportunities.	
		3.1.3 Promote and recognise good news stories. Dispel myths and encourage positive articles on labelled types in society i.e. ex offenders, young people, etc.			LAP: Development Trust for Washington. Consult more with residents about proposed projects and communicate with all age groups.				Sunrise is posted to every household in the city, each issue having dedicated pages for news/ information relating to W/ton.	

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
3. Safe	3.2 Anti Social Behaviour	3.2.1 Develop a safe environment: green spaces, underpasses and unlit walkways	Make the streets more attractive, landscaping rundown areas, remove litter and graffiti	2 nd	MORI: There have been relatively few changes in Washington resident's satisfaction with the street scene since 2007 and they are broadly in line with the rest of Sunderland. There are, however, 2 important exceptions: Washington residents are among those least satisfied with recycling services and refused collection.	NI192	Household waste recycled and composted	Annual	Strong connections with Attractive and Inclusive as the theme has priority improvement indicators NI192 and NI195	Transfer to Attractive and Inclusive
		3.2.2 Take action against fly tipping; poor private tenants and landlords	Encourage more private landlords to become registered	22 nd	MORI: Street lighting records high user dissatisfaction rating. At a city wide level this was ranked as the 3 rd most important services. LAP: to much litter on the streets.	NI195	Improved street and environmental cleanliness (graffiti, litter, detritus and fly posting)			

3. Safe 3.2 Anti Social Behaviour		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		3.2.3 Collectively target known hotspots of disorder.	Target crime hotspots	11 th	MORI: In general, residents living in Washington feel as safe as those living elsewhere in Sunderland (77% compared with 81% overall). However, more say they never go out (6%, compared with 1% overall) LAP: Make schools accountable for pupil's behaviour: litter dropping over lunch periods.	(local) NI17 Place Survey results due Jun 09	Anti social behaviour incidents Perceptions of different aspects of anti social behaviour	Quarterly Bi annual	Review of LMAPs ongoing. Possible development of Community Police Forums and Neighbourhood Watch Schemes.	Direct priority.
3.2.4 Provide support to victims of domestic violence	Recognise, challenge and provide support to victims of domestic violence	19 th	n/a	NI38 NI32 (local ASB stats)	Drug related offending rate Repeat incidents of domestic violence Level of criminal damage	Quarterly	National indicators measuring domestic violence are too sensitive to breakdown to area level Northumbria Police have a special unit to handle DV. WWIN are locally based.	In direct priority.		

3. Safe 3.3 Reducing crime and the fear of crime		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		3.3.1 Tackling misuse of alcohol with strong collective intervention and enforcement.	Reduce anti-social behaviour, including tighter control on sale and access to alcohol.	1 st	LAP: make our streets cleaner, remove empty bottles, beer cans and butt ends. March 08 Fear of Crime survey: top two issues for Washington: reduce access to alcohol for underage children; stop people drinking in public/enforce alcohol restrictions in public places;	(local) NI17 Place Survey results due Jun 09	Anti social behaviour incidents Perceptions of different aspects of anti social behaviour	Quarterly Bi annual	Healthy thematic board have recently approved an Alcohol Strategy for the city. City Centre Management, encouraging city bars to sign up to 'best bar non' schemes which encourage quality standards mark for customer care, safe drinking, etc. potential to roll out? 8	Direct priority.
3.3.2 Off-licensed premises should be encouraged to sign up to the 21+ scheme and be monitored to ensure adherence to the scheme.	n/a	n/a		n/a	n/a	n/a	n/a	£300,000 of SIP allocated to spend on CCTV across all five areas. D&R leading on project, but managed by AC.	Priority achieved, need to monitor.	
3.3.3 CCTV needed to be deployed around areas of Washington to deter people from committing crime.	n/a	n/a	n/a	n/a	n/a	n/a				

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Purple: Transfer to Theme which has accountability to deliver performance measure.

4. Washington a Healthy Area Summary

Local priorities identified through Stakeholders events	Identified through residents consultation
4.1 Increase life expectancy 4.1.1. Preventative services and Primary Care need to be strongly linked 4.1.2. Need for more supported housing; one to one support and personal care.	Better support for older people
4.2 Encouraging healthy lifestyle choices 4.2.1 Better access and participation in services and facilities, from using GP's to play parks.	Make is easier to access health services GP and hospital appointments.
4.2.2 Raise awareness of facilities, equipment services, resources available in the area. 4.2.3 Lifelong family approach, including healthy living, environment/ neighbourhood management, which should improve mental health 4.2.4 Communities influencing decision making on planning, developing and improving health facilities 4.2.5 Encourage healthier living in communities, by reducing the amount of unhealthy options i.e. limit the number of fast food outlets, licensing hours, etc	Transfer to Attractive and Inclusive Invest more in housing programmes Make the streets more attractive Improve cycle routes
4.3 Identify health risks at an early stage 4.3.1 Campaigns around changing lifestyles choices e.g. nutritional advice, stop smoking, etc. should be delivered in Secondary Schools and places of work	Make it easier for people to get information about major issues including: obesity; stopping smoking, cancer and cardiovascular disease
4.3.2. Provide services in Washington for people who have an addiction to alcohol	Provide better support for people with alcohol addition.

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
4 Healthy	4.1 increase life expectancy	4.1.1 Preventative services and Primary Care need to be strongly linked.	Better support for older people	7 th	LAP: Look at services delivered, and any duplication of such by VCS or partners, and pool budgets as appropriate.	e.g. NI 130, NI139 NI136 local	Social care provision can be measured but need specifics	annual	Adult social care services help people to live independently. Sunderland Link is a public and patient voice for health and social care issues in Sunderland and attend Pride meetings. High levels of health deprivation in Washington.	In direct priority
		4.1.2 Need for more supported housing; one to one support and personal care					Life expectancy Area Committee need to think about specific measures to develop, at an area level, or what the long term outcome will be.			
	4.2 Encouraging healthy lifestyles choices	4.2.1. Better access and participation in services and facilities, from accessing GP's to using play areas.	Make it easier to access health services GP and hospital appointments	14 th	MORI Area: Parks and sports facilities in parks record high with user dissatisfaction		Might be able to measure stats from TPCT Healthy Lifestyle survey, we need to be more specific Further detailed information to be received, indicating performance measurers and long term outcomes.		ActiveSunderland Board, ensures everyone has access to quality sport and physical activity opportunities. To improve access and participation in accessing facilities and services, we need to review, at an area level, current levels provision and identify possible gaps/ barriers.	In direct priority
	4.2.2 Raise awareness of facilities, equipment, services, resources, available in the area	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Linked to Safe 3.1.2	Transfer to Safe theme

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4. Healthy	4.3 Identify health risks at an early stage	4.2.3 Lifelong family approach, including healthy living, environment/ neighbourhood management, which should improve mental health	Invest more in housing and make the streets more attractive	5 th 2 nd	MORI: City wide: Almost 2 in 5 residents agree that the council is too remote and impersonal. MORI: City wide: Only 53% of residents feel the council keep them well informed about services and benefits. MORI: Citywide: 2 in 5 residents agree that the council asks for the views of local people, 1 in 4 agree that it listens. LAP: Certain areas have high concentration levels of fast food outlets and pubs, no need, i.e. Concord	NI192 NI195	Household waste recycled and composted Improved street and environmental cleanliness (graffiti, litter, detritus and fly posting)	Annual	Strong connections with Attractive and Inclusive as the theme has priority improvement indicators NI192 and NI195	Transfer to Attractive and Inclusive
		4.2.4 Communities influencing decision making on planning, developing and improving health facilities								
		4.2.5 Encourage healthier living in communities, by reducing the amount of unhealthy options i.e. limit the number of fast food outlets, licensing hours, etc.								
		4.3.1 Campaigns around changing lifestyles choices e.g. nutritional advice sessions, cessation smoking team, should be delivered at schools, places of work	Make it easier for people to get information about major issues including: obesity; stopping smoking, cancer and cardiovascular disease	21 st	MORI: Area: School meals record high user dissatisfaction rating.	NI119 NI123 Ni56	Self reported measure of people's overall health and wellbeing 16+ current smoking rate prevalence Obesity among primary school age children the Y6.	Annual	Poor health is linked to deprivation. Without a healthy mind, you can't make choices about education, employment, well being, etc Opportunities for campaigns to be delivered, involving all partners at local Area Committee.	Direct priority.
	4.3.2 Provide services in Washington for people who have an addiction to alcohol	Provide better support for people with alcohol and drug addition.	20 th	Cllr raised concerns at the first event, how a friend, who was an alcoholic need help and no services or support was able in Washington.	n/a	Take up of sessions/ numbers of residents targeted.	Quarterly	Healthy Thematic Board recently approved an Alcohol Strategy for the City.	In Direct priority	

Washington Priorities Summary

- Key: **Green** Direct priority for Area Committee
Blue Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.
Purple Transfer to Theme which has accountability to deliver performance measure.

5. Washington a Attractive and Inclusive Area Summary

Local priorities identified through Stakeholders events	Identified through residents consultation
5.1. Ensuring sufficient housing stock 5.1.1 Bringing empty properties back into use 5.1.2 Strengthening the link with local Area Committee and Registered Social Landlords	Invest more in housing programme and bring empty properties back into use.
5.2 Youth Services 5.2.1 Youth provision is uneven and the commissioning model should be reviewed.	Transfer to Learning Better support for young people e.g. more youth and play services
5.3 Encourage a clean, green and cultural area 5.3.1. More options provided for getting around Washington e.g. cycle routes, pavements, accessibility of wheelchair users. Improve management of woodland and green spaces.	Improve public transport links, cycle routes and pathways
5.3.2 Promote existing cultural events and attractions effectively, among schools and local people. Improve signage around Washington. 5.3.3 Provide empty or under used buildings/units to community groups.	Transfer to Prosperous Promote and develop un-used business units
5.3.4 Raise awareness and educate people to encourage more recycling	

5. Attractive and Inclusive		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		5.1. Ensuring sufficient housing stock								
	5.1.1	Bringing empty properties back into use	Invest more in housing programme and bring empty properties back into use.	5 th	MORI: Area: As in previous years, satisfaction levels are higher than average among residents of Washington, on how satisfied there are with this local area as a place to live (+70), which is the second highest in the city. LAP: Prioritise social houses for people living in Washington. LAP: Car parking on housing estates and speeding are major problems.	NI154 Local	Number of affordable homes delivered Empty properties put back into use.	Quarterly	SCC Housing Service are establishing Local Area Strategies, to encourage a co-ordinated approach, in delivering housing services. Gentoo have investment and renewal programmes ongoing in the area. Referred to under Prosperous (1.3.3) and Healthy (4.2.3 and 4.2.4) Empty properties pilot: Sulgrave Flats.	Indirect priority.
	5.1.2	Strengthening the link with local Area Committee and all Social Registered Landlords.								
	5.2	5.2.1 Youth provision is uneven and the commissioning model should be reviewed.	Better support for young people e.g. more youth and play services	4 th	MORI: Area: Facilities for young people records high user dissatisfaction rating.	n/a	n/a	n/a	Consideration needs to be given about what AC want to measure. YDG who manage youth provision, fall under Children Services Directorate, which is attached to Learning theme.	Transfer to Learning theme. (2.3.2)

5. Attractive and Inclusive 5.3. Encourage a clean, green and cultural area		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		5.3.1. More options provided, for getting around Washington e.g. cycle routes, pavements, accessibility of wheelchair users. Improve management of woodland and green spaces.	Improve public transport links, cycle routes and pathways	6 th	MORI: Area: Footpaths was ranked as the 8 th most important service. LAP: Trolleys being abandoned in Albany and Glebe is an issue; LAP: More dog bins are needed along cycle ways. LAP: Where possible, turn grass verges into car parking bays. i.e. housing estates.	NI175(Place Survey results due Jun 09.	Access to services and facilities by public transport, walking and cycling. Satisfaction with public transport Walkability score	Bi-annual Annual	Referred to under Prosperous (1.2.2) and Safe (3.2.1 and 3.2.2) Government back a scheme to encourage workers to 'Bike to Work' instead of using a car. Local Development Framework being reviewed, consultation exercise will be delivered between April – October 09, link with 1.1.3 (analysis of business units)	Direct priority.
5.3.2 Promote existing cultural events and attractions effectively, among schools and local people. Improve signage around Washington	Make more of key attractions, and attract more visitors into the city to them	17 th	MORI: Area: Tourist information centre records a high user dissatisfaction rating. MORI: City wide: the majority of residents are positive about signage. Satisfaction with signposting continues its upward trend LAP: reduce speed limit outside of new health centre.	Place Survey results due Jun 09	How strongly residents perceive they belong to their neighbourhood	Bi-annual	Referred to under Safe (3.1.2)	Transfer to Safe Theme		

5. Attractive and Inclusive 5.3 Encourage a clean, green and cultural area		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/to n LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		5.3.3 Provide empty or under used buildings/units to community groups.	Promote and develop un-used business units	8 th	LAP: Over ten community groups are being moved from the Washington Art Centre from Dec 09. Currently no suitable accommodation exists. CA's in Washington are highly popular and well used. There is a shortage of community centres.	Na.	n/a	n/a	Washington has a high number of community groups who struggle with finding appropriate accommodation for a thriving VCS sector. Opportunity to transform derelict or un-used units/buildings into community hubs. Linked to Prosperous 1.1.3. and the analysis of business units.	Transfer to Prosperous theme
5.3.4 Raise awareness and educate people on recycling.	n/a		MORI: Area: Recycling service records a high user dissatisfaction rating. MORI: Area: recycling was ranked as the 10 th most important service, with refuse collection being the 1 st .	NI192	Household waste recycled and composted.	8 wards monitored 1/4.	Washington has 7 recycling sites: Barmston Juniors; B&Q; Holiday Inn; Nissan; Northumbria Centre; Rickleton and The Galleries.	Direct priority		

5. Attractive and Inclusive 5.4 Transport		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	W/ton LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		<p>5.4.1 Reduce car use by improving the quality and pricing of public transport.</p> <p>Lack of public transport on an evening.</p>	<p>Improve public transport links, cycle routes and pathways</p>	<p>6th</p>	<p>MORI: City wide: The majority of residents are positive about public transport.</p> <p>Satisfaction with public transport is now at its highest level since 1998.</p> <p>MORI: Area: Road maintenance relates high with user satisfaction rating.</p> <p>LAP: Public transport needed in W/ton village, Rickleton and Blackfell.</p> <p>LAP: Priority given to maintenance and creation of bridge ways to encourage walking.</p>	<p>NI175</p> <p>(Place survey results due Jun 09)</p>	<p>Access to services and facilities by public transport, walking and cycling.</p> <p>Satisfaction with public transport</p>	<p>Biennial</p>	<p>Slow moving Pls. Actions will need to be focussed and measurable to demonstrate interim improvement.</p> <p>Opportunity for AC to influence Tyne and Wear Transport Strategy, including re-opening of Leamside Line.</p> <p>Picked up under Prosperous (1.2.1)</p>	<p>Direct priority</p>

It's Your Sunderland - Local Area Consultation Results – Washington Area only

152 indicated they most important priorities for their local area (within a 2-3 mile radius of their home).

Number	Theme	Priority	Washington	%
1	Safe	Reduce anti-social behaviour, including tighter control on sale and access to alcohol	75	9.28%
2	A&I	Make the streets more attractive, landscaping rundown, removing litter and graffiti	72	8.91%
3	Safe	More Police or Community Safety Officers on the streets	63	7.80%
4	Healthy	Better support for young people eg more youth and play services	53	6.56%
5	A&I	Invest more in housing programmes and bring empty properties back into use	51	6.31%
6	A&I	Improve public transport links, cycle routes and pathways	47	5.82%
7	Healthy	Provide better support for older people	42	5.20%
8	Prosperous.	Promote and develop un-used business units and attract new businesses	41	5.07%
9	Learning	Help people get a new or better job by providing suitable work-related training courses	40	4.95%
10	Prosperous.	Encourage young people to continue into further education	38	4.70%
11	Safe	Target crime hotspots	37	4.58%
12	Healthy	Provide more opportunities for people to take part in sport and exercise	37	4.58%
13	Prosperous	Provide more support for local business owners	35	4.33%
14	Healthy	Make it easier to access health services eg GP and hospital appointments	32	3.96%
15	Learning	Support more adults to return to learning and achieve key skills to gain employment	30	3.71%
16	Healthy	Do more to ensure health and emotional well being of children and young people	25	3.09%
17	A&I	Make more of key attractions, and attract more visitors into the city to see them	18	2.23%
18	A&I	Give more support for community networks and forums and Neighbourhood Watch Schemes.	18	2.23%
19	Safe	Recognise, challenge and provide support to victims of domestic violence	16	1.98%
20	Healthy	Provide better support for people with alcohol and drug addictions	15	1.86%
21	Healthy	Make it easier for people to get information about major issues including obesity, stopping smoking, cancer and cardiovascular disease	13	1.61%
22	A&I	Encourage more private landlords to become registered	10	1.24%

Base: 1,260 Sunderland residents. Fieldwork dates: 29 August – 7 November 2008 Ipsos MORI (City Wide results, Council services only)

Importance of Services

Q Looking at this list of Council services, which four or five do you think are the most important?

		2007 %	2006 %
Refuse collection	62%	64	67
Street cleaning	33%	33	38
Street lighting	29%	33	37
Road maintenance	28%	25	26
Primary schools	28%	28	30
Secondary schools	26%	26	26
Facilities for young people	24%	22	26
Footpath maintenance	23%	21	26
Services that help disabled or frail adults at home	23%	22	16
Recycling services	22%	23	23
Services to help people feel safe at home	18%	19	14
Parks	17%	19	n/a
Environmental health	16%	13	n/a
Children's playgrounds	15%	14	13
Leisure centres	12%	12	n/a
Services that help families with under 5s	11%	7	6
Beaches	11%	13	10
Homelessness and housing advice	11%	13	12
Green spaces	9%	9	15
Events in the City	9%	7	n/a
Sports facilities in parks	8%	8	11
Theatres/cinemas	7%	9	n/a
School meals	6%	7	7
Grass cutting	5%	5	5
Community IT facilities	4%	4	n/a
Registrars	1%	1	n/a
Trading standards	1%	2	n/a
Tourist Information Centre	1%	2	2

Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI

