

West Priorities Summary

Key: Green	Direct priority for Area Committee
Yellow	Awaiting further information
Blue	Indirect priority. This is still a priority for AC, but services and partners are delivering it as an ongoing initiative. Partner's to provide localised information on services and support available delivering against it, identifying any possible barriers, gaps or potential projects.
Purple:	Merge under a new strategic theme

1. West: A Prosperous Area Summary	
Local priorities from stakeholder events	Identified through residents consultation
<p>1.1 Develop a strong and competitive economy with an enterprising culture</p> <p>1.1.1 Improve business start ups</p> <p>1.1.2 Support and grow businesses</p> <p>1.1.3 More effective land use</p> <p>1.1.4 Improve industrial sites</p>	<p>Provide more support for local business owners</p> <p>Promote and develop un-used business units and attract new businesses</p>
<p>1.2 Match the supply of labour with demand</p> <p>1.2.1 Improve public transport</p> <p>1.2.2 Ensure 'joined up ' services to support investment</p> <p>1.2.3 Raise skill levels and aspirations</p> <p>1.2.4 Provide tailored, personalised support to address worklessness, including childcare provision</p> <p>1.2.5 Provide tailored support of work/training/benefit options</p>	<p>Improve public transport, cycle routes and paths</p> <p>Support more adults to return to learning and achieve key skills to gain employment</p> <p>Help people get a new or better job, by providing suitable work related training.</p>

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	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	Recommendation				
1. Prosperous	1.1 Develop a strong and competitive economy with an enterprise culture	1.1.1 Improve start up and move on accommodation	Promote and develop unused business units and attract new business Provide more support for local business owners	7 th	LAPs – landlords should renovate derelict shops and units Stakeholder – business support should also include VCS and social enterprises	N/a	Business start up (Local)	n/a	Needs setting up as a new indicator as a requirement of WNF, LAA and area plans. WNF is targeting worklessness and business start up.	An indirect priority for AC. AC to receive updates on WNF				
		1.1.2 Support existing businesses												
		1.1.3 Offer varied sized units to meet business needs												
		1.1.4 Develop existing sites and use employment land more effectively												
	1.2 Match the supply of labour with demand	1.2.1 Improve public transport services,	Help people get a newer or better job by providing suitable work related training	5 th		NI176	Working age people with access to employment by public transport	Annual	Slow moving PI's actions will need to be focussed and measurable to demonstrate interim improvement	Indirect priority,				
		1.2.2 Provide incentives / support to businesses relocating in the area	Support more adults to return to learning and achieve key skills to gain employment	10 th							NI 175	Access to services and facilities by public transport, walking and cycling.	Bi/ennial	Strong connection to Attractive and Inclusive as it has accountability to improve access to services (see NI175)
		1.2.3 Make the area more attractive to encourage new businesses to move here									Satisfaction with public transport (Place Survey)			

	1.2.4 Provide tailored, personalised support to address worklessness, including childcare		12th	Stakeholder – need more apprenticeships	n/a	Number of local people put into work (Local)	annual	This is a priority for WNF and partners. Stats re: course take up should be available on take up/nos of adult learners.	Strong connection to Learning theme, suggest merge to Learning theme and receive an annual reports on progress.
	NI117				16 to 18 year olds who are not in Education, Employment or Training				
	1.2.5 Provide tailored support regarding work/training/ benefit options				NI91	Participation of 17 year olds in education and training			

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2. West: A Learning Area Summary	
Local priorities from stakeholder events	Identified through residents consultation
2.1 Develop everyone's Knowledge and skills 2.1.1 Promote clear progression routes 2.1.2 Support local organisations to deliver learning 2.1.3 Promote lifelong learning	Support more adults to return to learning and achieve key skills to gain employment Help people get a new or better job by providing suitable work related training
2.2 Provide all children and young people with the best preparation for adult life 2.2.1 Develop pupil's attainment, aspiration and skills 2.2.2 Reduce numbers of young people Not in Education, Employment or Training (NEET) 2.2.3 Sustain and expand work of Children's Centres and improve safeguarding 2.2.4 Improve children and young people's employability skills	Encourage young people to continue into further education

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	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	Recommendation
2. Learning	2.1 Develop everyone's knowledge and skills	2.1.1 Promote clear progression routes	Help people get a new or better job by providing suitable work related training Support more adults to return to learning and achieve key skills to gain employment	5 th	Stakeholder – promote VCS learning providers Stakeholder/LAPs – need for non accredited and credited courses	NI 161	Learner enrolments and achievements	Annual	Children Services, 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. LSC to transfer management to local authority in 2010.	In direct priority. Learning thematic board has responsibility for this priority, recommendation to link into the board, asking for two way communication process. Allow information to be feed up/down. Also opportunity to receive localised reports on developments in the West area, which may include recommendations on service improvements or gaps in delivery.
		2.1.2 Support local organisations to deliver learning		10 th	Stakeholder – importance of informal participation and engagement		Number of organisations receiving funding	Annual		
		2.1.3 Promote lifelong learning					Achievement of individual learning plans Learners achieving Level 3 numeracy	Annual		

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2. Learning	2.2 provide children and young people with the best preparation for adult life	2.2.1 Develop pupil's attainment, aspiration and skills	Encourage young people to continue into further education	8 th	Stakeholder – whole approach to children's learning required	NI110	Young people's participation in positive activities	Quarterly	Connection with Prosperous theme	In direct priority
		2.2.2 Reduce the number of young people Not in Education, Employment or Training (NEET)				N117	16 to 18 year olds who are not in Education, Employment or Training (NI 117)	Quarterly		
						N91	Participation of 17 year olds in education and training (NI 91)	Annually		
							Number of local people put into work (Local)			

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		<p>2.2.3 Sustain and expand work of Children's Centres and improve safeguarding provision</p> <p>2.2.4 Improve children and young people's employability skills</p>			LAPs – better provision for families and children	<p>NI 109</p> <p>NI 90</p>	<p>Delivery of Sure Start Children's Centres</p> <p>Take up of 14-19 diplomas</p>	<p>Annually</p> <p>Annually</p>	Statutory duty to safeguard children and young people.	<p>Direct priority.</p> <p>Receive update reports on performance measurers identified, and when appropriate, recommendations for improvements on service delivery or potential gaps and barriers.</p>

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Purple:	Transfer under a new strategic theme

3. West: A Safe Area Summary

Local priorities identified through Stakeholders events

3.1 Reduce crime, disorder and substance misuse

- 3.1.1 Target known hotspots of disorder
- 3.1.2 Tackle drugs and criminal damage
- 3.1.3 Better support to the victims of domestic violence
- 3.1.4 Tackle the causes of crime
- 3.1.5 Provide better youth and community programmes and inter generational support

3.2. Reduce anti social behaviour and perceptions of it

- 3.2.1 Develop a safe environment: green and clean and lit spaces
- 3.2.2 Target anti social disorder
- 3.2.3 Improve inter agency information sharing
- 3.2.4 Target under age access to alcohol

Identified through residents consultation

More Police or Community Safety Officers on the streets
Recognise, challenge and provide support to the victims of domestic violence
Give more support for community networks and forums and Neighbourhood Watch Schemes

Reduce anti social behaviour, including tighter control on the sale and access to alcohol
Make the streets more attractive, landscaping rundown areas, remove litter and graffiti
Target crime hotspots

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	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	Recommendation
3. Safe	3.1 Reduce crime, disorder and substance misuse	3.1.1 Target known hotspots of disorder	Target hotspots	9th	Stakeholder – more police LAPs – tackling problems of disorder	Local NI117	Anti social behaviour incidents Perceptions of different aspects of ASB (Place Survey) results Jun 09 How strongly residents perceive they belong to their neighbourhood (Place Survey) Serious crime Drugs, Domestic Violence and criminal damage.	Quarterly Bi-annual	Review of LMAPs ongoing Devt of Police Community Forums And Neighbourhood Watch	Direct priority. Recommendations can be presented to AC on issues which need agencies from outside LMAPs, to engage in a solution focused approach to hotspots in West
		3.1.2 Tackle drugs and criminal damage			Stakeholder - Drugs are a problem	NI38	Dug related offending rate Level of criminal damage (local ASB stats)			

	3.1.3 Provide better support to the victims of domestic violence	Recognise, challenge and provide support to victims of domestic violence	19th		NI 32			National indicators measuring domestic violence are too sensitive to breakdown to area level Northumbria Police have a special unit to handle DV.	
	3.1.4 Tackle the causes of crime			LAPs – Activities for young people Stakeholder tackle deprivation and worklessness	NI117 NI91	16 to 18 year olds who are not in Education, Employment or Training Participation of 17 year olds in education and training	Quaterly	Children Services, schools and SUN College are actively implementing strategies to target EET and NEET.	Direct priority Recommendations can be presented to AC on issues which require diversionary projects in West

		3.1.5 Provide better youth and community programmes	Better support for young people e.g. more youth and play services	6 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: more investment in youth groups</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>YDG currently reviewing and engaging with yp 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>CCS consulting on Play and Urban Games Strategy</p>	<p>Await feedback from Mini Youth Inc conference evaluation. Getting presented to AC on the 1 April 2009.</p>
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Purple:	Merge under a new strategic theme

4. West: A Healthy Area Summary	
Local priorities from stakeholder events	Identified through residents consultation
4.1 Increase life expectancy 4.1.1 Reduce incidence of cardio vascular disease 4.1.2 Reduce the incidence of cancer 4.1.3 Improve service coordination for patients and access to health provision	Make it easier to access health services, eg GP and hospital appointments
4.2 Identify health risks and enable the maintenance of health and wellbeing 4.2.1 Promote reductions in alcohol, tobacco consumption and obesity level 4.2.2 Promote social inclusion and community engagement 4.2.3 Identify risks to people's mental health	Make it easier for people to get information about major issues including: obesity; stopping smoking; cancer and cardiovascular disease
4.3 Reduce lifestyle options with a clear link to poor health 4.3.1 Develop fully funded community based health and sport programmes 4.3.2 Develop community fruit and vegetable schemes 4.3.3 Develop more independent living services	Provide better support for older people Provide better support for people with alcohol and drug addictions Provide more opportunities for people to take part in sport and exercise
4.4 Improve the emotional health and wellbeing of children 4.4.1 Develop sexual health and other health education projects 4.4.2 Ensure LA sports facilities are affordable	Better support for young people and more youth and play services Do more to ensure the health and emotional wellbeing of children

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4 Healthy	4.1 increase life expectancy	4.1.1 Reduce incidence of cardio vascular disease	Make it easier to access health services	16th	Stakeholder – ban fast food outlets near to schools	NI 121	Mortality rate from circulatory disease	Annual	Slow moving PI's actions will need to be focussed and measurable to demonstrate interim improvement	Indirect priority. Area Committee could look at specific measures to develop in support of this
		4.1.2 Reduce the incidence of cancer	Better support for older people	7 th		NI 122	Mortality rate from cancer			
		4.1.3 Improve service coordination and access to health provision for patients	Make it easier for people to get information about major issues including, obesity, stopping smoking, cancer and cardiovascular disease.	21 st	Provide more services for people with disabilities					

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4. Healthy	4.2 Identify health risks and enable the maintenance of health and wellbeing	4.2.1 Promote reductions in alcohol, tobacco consumption and obesity levels	Make it easier for people to get information, including: obesity; stopping smoking and cardiovascular disease Provide better support for people with alcohol and drug addictions	18 nd	LAPs need more community facilities for all generations	NI 39	Alcohol related hospital admissions	Quarterly	Poor health is linked to deprivation. Without a healthy mind it is difficult to make choices about education, employment, well being etc.	Direct priority Opportunities for campaigns to be delivered involving partners at local area level AC could consider what social inclusion infrastructure is required
		4.2.2 Promote social inclusion and community engagement		20 th		NI 123	Stopping smoking			
		4.2.3 Identify risks to people's mental health				NI 137	Life expectancy (local)	Bi annually		
						NI 119	Self reported measure of people's overall health and well being	Bi annually		Can be considered within social inclusion infrastructure

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4. Healthy	4.3 reduce lifestyle options with a clear link to poor health	4.3.1 Develop fully funded community based health and sports' programmes	Provide more opportunities for people to take part in sport and exercise	17th	LAPs – provide more leisure classes for older people				Possible different pricing structures in different areas	Direct AC could seek options to further develop opportunities
		4.3.2 Develop community fruit and vegetable schemes								
		4.3.3 Develop more independent living schemes		11 th					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	Indirect Ac can work with service providers identifying any gaps

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4. Healthy	4.4 Improve the emotional health and wellbeing of children	4.4.1 Develop sexual health and other health education projects	Provide better support for people with alcohol and drug addictions	20th						Indirect Seek options from providers
		4.4.2 Ensure LA sports' facilities are affordable	Provide more opportunities for people to take part in sport and exercise	17th	LAPs – free sports facilities for over 10s					

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5. West: An Attractive and Inclusive Area Summary	
Local priorities from stakeholder events	Identified through residents consultation
5.1 Ensure sufficient type, price and location of housing 5.1.1 Improve housing and reduce empty properties 5.1.2 Ensure effective planning and sufficient housing 5.1.3 Develop licensing for private landlords and improve tenancies	Encourage more private landlords to become registered
5.2 Support sustainability through consumption and development 5.2.1 Improve transport, including cycling and pedestrian needs 5.2.2 Environmental improvements, including parks and shopping parades 5.2.3 Regenerate the riverside	Make more of key attractions and attract more visitors into the city to see them Improve public transport links, cycle routes and pathways Make the streets more attractive, landscaping those rundown and removing litter and graffiti
5.3 Develop confident communities with mutual support, trust and respect 5.3.1 Support for people unable to look after their properties 5.3.2 Improve community facilities 5.3.3 Supporting, empowering and sustaining communities	Give more support for community networks and forums and Neighbourhood Watch schemes

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5. Attractive and Inclusive	5.1 Ensure sufficient type, price and location of housing	5.1.1 Improve housing and reduce empty properties	Invest more in housing programmes and bring empty properties back into use	3 rd	LAPs – make more social housing available at affordable rent	NI 155	Number of affordable homes delivered	Quarterly		Indirect AC can develop partnerships with providers
		5.1.2 Ensure effective planning and sufficient housing		22 nd	LAPs – improved residential parking required	NI 154	Net additional homes provided	Quarterly		
				5.1.3 Develop licensing for private landlords and improve tenancies	22 nd	Encourage more private landlords to become registered				

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5. Attractive and Inclusive	5.2 Support sustainability through consumption and development	5.2.1 Improve transport, including cycling and pedestrian needs	Improve public transport links, cycle routes and pathways	12 th	Mori – street cleaning/roadpath maintenance has one of the lowest satisfaction rates in the city	NI 192	Household waste recycled and composted	Quarterly		Indirect
		5.2.2 Environmental improvements, including parks and shopping parades	Make the streets more attractive, landscaping rundown areas, remove litter and graffiti	4 th	LAPs – clean up dog fouling	NI 195	Improved street and environmental cleanliness (graffiti, litter, detritus and fly posting) Satisfaction with public transport (Place Survey)	Quarterly Biennial		Direct AC can seek to develop a range of initiatives to support existing services £100k central SIP being spent on cleaning up cycle routes, caused by fly tipping in addition to preventative measures i.e. CCTV being installed Quick win.
		5.2.3 Regenerate the riverside	Make more of key attractions and attract more visitors to the city	14 th	Stakeholder event – promote the area's natural assets LAPs – developments along the riverside corridor					Indirect Can initiate proposals

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5. Attractive and Inclusive	5.3 Develop confident communities with mutual support, trust and respect	5.3.1 Support for people unable to look after their properties								In direct
		5.3.2 Improve community facilities			LAPs – more support for community facilities and development					Direct
		5.3.3 Supporting, empowering and sustaining communities	Give more support for community networks, forums and Neighbourhood watch schemes	21st				AC could consider what social inclusion infrastructure is required	Direct AC can commission audit of community needs	