

19th MARCH 2012

REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES

COMMUNITY ACTION: REVIEWING PROGRESS AND AGREEING NEXT STEPS

CLEANER AND GREENER STREETS

Walk and Talk Programme: City Centre and Sunderland East

1.0 Why has it come to Committee?

1.1 The report provides an update of progress against agreed actions in the current year's (2011/12) Work Plan, see annex 1.

2.0 Background

2.1 Key service requests identified for the East area, including the City Centre, are: rubbish and litter lying around; refuse collection; noise pollution; graffiti; animal fouling; street lighting; road and pavement repairs and the lack of greenery in certain areas and better use of land. The aim of the priority is to improve the appearance of neighbourhoods. It was agreed to deliver a Walk and Talk programme, which discusses and finds ways of enhancing the environment within the neighbourhood, resulting in an improved quality of life for all residents.

2.2 This priority has an allocated budget of £36,000 (£6,000 allocated to the City Centre specifically). There is no Task and Finish Group established for this priority, however elected members for each ward and the City Centre work closely with the Area Response Managers (ARMs), to deliver the programme.

3.0 Work Plan: Action 2 - Progress Update

3.1 To ensure high standards of cleanliness are maintained, daily inspections of all City Centre streets are undertaken. During these inspections it was clear that a large number of stickers advertising mostly bars and nightclubs have been and are being affixed to street furniture and pavements around the city, without authorisation. These stickers are very difficult to remove and the furniture often requires painting to remove visibility of the sticker.

3.2 Working alongside Licensing and Legal colleagues, each licensed establishment within the City Centre received a letter from the City Centre Area Response Manager stating that if stickers are issued and consequently placed onto street furniture, they may be charged for their removal. In the meantime all stickers have been removed or painted out to ensure if future stickers appear the relevant licensee responsible can be spoken to immediately. So far the response has been extremely positive, with city centre businesses welcoming the action being taken as the stickers were also damaging their internal bars and flooring surfaces.

3.3 The City Centre Area Response Team have also visited each property within the City Centre which has weeds, moss, trees growing from their guttering, roof and fascia. The message that we all need to support enhancing the standards within the City Centre,

literally from roof tops to grass roots. The response has been mixed with some owners removing the weeds that very weekend, whilst others don't agree that it is their responsibility. Future possible action for these specific cases is currently being investigated.

- 3.4 Significant painting works are being undertaken by the City Centre Area Response Team to paint out graffiti and stickers on telemetry boxes, litter bins, doorways and subways. This action has been extremely well received by passing city centre customers and especially traders and residents in the area.
- 3.5 The City Centre Area Response Team are working alongside Independent traders within the City Centre to create bespoke plant pots ahead of the Northumbria in Bloom and Britain in Bloom judging visits which will take place in April, July and August 2012. The Bridges Shopping Centre are also supporting our Northumbria in Bloom and Britain in Bloom activities by planting their entrances with flowers and also the area adjacent to the new Primark store development at High Street West. This area will specifically see cement mixers and wheel barrows planted with colourful flowers entitled 'blooming regeneration'.
- 3.6 Within the wider East regeneration area, excluding the City Centre, Walk and Talks have taken place in all Wards on at least 3 occasions and all issues are logged and tracked. Each Ward has raised individual issues and concerns with dog fouling being the only common theme occurring across the East.
- 3.7 Funding allocation is progressing well with most wards identifying key areas requiring improvements.
- Millfield Ward have approved works to the improvement of land to the front of St Mark's Church on Hylton Road and Burn Park.
 - Hendon have approved spends to the improvement to Sans Street in Hendon's East End.
 - Ryhope Ward have allocated a portion of money to the improvement of land in Sea View and Doxford Ward are requiring the removal of brick planters in Millhill. All projects are progressing.

4.0 Love Where You Live Campaign

- 4.1 A spring clean was launched during week commencing 12 March 2012 to re-energise the 'Love where you live' campaign. Activities throughout the week included a litter pick at Galley's Gill with the Area Response Team from the City Centre working alongside the Bridges Shopping Centre staff and the contractors Morgan Sindall who are constructing the Primark store at High Street West. The Sunderland Echo continue to heavily support the campaign and information continues to be available on the Sunderland.gov website as well as Do it, watch it, support it – linking Love where you live with Olympic activities for 2012.

4.2 Litter picks in Burn Park and on the Ryhope Cycle Track are being developed. Volunteers and Community Groups are attending on the day to assist with the clean up.

5.0 Recommendation(s)

5.1 Committee are requested to:

i. Note the updates for Cleaner and Greener priority.

Contact Officers Helen Peverley, Area Response Manager (City Centre)
Tel: 0191 5617532 Email: Helen.peverley@sunderland.gov.uk

Nicky Rowland, Area Response Manager (Sunderland East)
Tel: 0191 561 4579 Email: nicky.rowland@sunderland.gov.uk

Annex 1: Sunderland East Area Committee: Work Plan 2011-2012