

26TH JUNE 2012

REPORT OF THE CHIEF EXECUTIVE

Determining the Area Committee's Priorities for 2012 - 2013

1.0 Purpose of the Report

- 1.1 To determine the Area Committee's key areas of priority for the year ahead, which will form the basis of the Committee's Local Area Plan for 2012 - 2013.

2.0 Background

- 2.1 In 2011 the City Council agreed to refresh the Sunderland Strategy and identify ways in which to strengthen the strategy, both in its delivery and measurement of performance. One of the agreed improvements is the introduction of the City Council's Corporate Outcomes Framework. The Framework identifies how the City Council intends to support the delivery of the city outcomes and specifically focuses on the City Council's unique contribution to delivering those outcomes.
- 2.2 The review of the Local Area Plans and the Area Committees' priorities for 2012-2013 is integral to ensuring the delivery of those outcomes at a local level.
- 2.3 At the workshop held in May 2012, Members of the Area Committee considered data relevant to the area circumstances in the context of those emerging Corporate Outcomes. Members also brought to the discussions their own unique understanding of their communities which focused around:-
- (a) Where the Area Committee could influence how services are delivered at a local level;
 - (b) How the Area Committee could impact upon the delivery of Corporate Outcomes at a local level; and
 - (c) To review the current activity delivered by the Area Committee and to determine whether it remained an area of priority to continue.
- 2.4 The priorities that began to emerge from the workshop were shared with residents at the State of the Area Debate and with Voluntary and Community Sector (VCS) partners through the representatives of the Voluntary Community Sector (VCS) Area Network. The results of the consultation are outlined later within this report.

3.0 Emerging Priorities

- 3.1 **Annex 1** identifies the proposed Local Area Plan and Area Priorities for the Area Committee's consideration identifying where the Area Committee proposed it could both influence and have impact on and as such what its priorities for funding might be for the year ahead.
- 3.2 In summary, proposed priorities for 2012-2013 are:-

People

1. *An area where everyone is healthy:* Address the main lifestyle causes of cancer: tobacco, alcohol and obesity by promoting awareness of the early signs and symptoms of cancer.
2. *An area with high levels of skills and participation:* To encourage schools to open up their facilities to the wider community to ensure the right mix of facilities for an area;
3. *An area which is, and feels, even safer and more secure:* Tackle crime;
4. *An area that ensures people are able to look after themselves:* Improve access to a range of information, advice and guidance.

Place

5. *An area which is attractive and modern:* Improve the visual appearance of main roads leading into the City Centre;
6. *An area which is responsible, well looked-after and adaptable to change:* Deliver a new and improved walk and talk programme to develop cleaner and greener streets; and
7. *A prosperous and well connected waterfront city centre:* Support the installation of the national coastal path.

3.3 The current priorities proposed not to continue as an area priority are:-

- 'Employment and Enterprise', however two commissioned projects will continue until December 2012, encouraging people into employment and enterprise and improving access to welfare advice, these are Sunderland North Community Business Centre, working with families project and Sustainable Enterprise Strategies, supporting people not in receipt of benefits;
- 'Youth and Teenagers', however five commissioned projects will continue to until June 2013 to deliver junior youth clubs and positive activities during school holidays, these are The Box Youth Centre, Hendon Youth Initiative, St Marks Community Centre, Blue Watch Youth Centre and North East Sports; and
- 'Public Transport, however it is proposed in the 2012-2013 work plan that Nexus consult Area Committee on the proposed quality controlled contracts.

3.4 The Area Committee will continue to monitor the quality and effectiveness of the projects listed above via the People Board.

3.5 It is proposed that consideration of the future role of the joint Eden Vale and Thornhill working group between East and West Sunderland Area Committee's is revised taken into consideration the new governance arrangements of Place and People Boards.

4.0 Consultation Outcomes

- 4.1 At the State of the Area Debate on 11 June 2012, residents were asked to identify their main priorities for action in the forthcoming year, considering the emerging priorities or whether there were more important issues mattered to them at a local level. Additionally the VCS Area Network representatives were asked for their views in helping the Area Committee to set their priorities for the coming year.
- 4.2 The event was an opportunity for residents to engage in discussion with officers, Members and partners about the issues facing them and their area. East Sunderland's State of the Area event was well attended and residents identified a number of key issues:-
- A number of concerns were raised with regards to bringing back derelict buildings into use, tidying up the appearance of buildings (shop fronts/public houses) by delivering artistic projects and taking enforcement action against A-Frame advertising and fly posting;
 - Unease over the Council's proposal to hand over responsibility for facilities, such as sports grounds, to clubs and users;
 - Problems with obstructive parking on pavements in general, but also in and around schools, specifically at school drop off and pick up times and in residential areas in and around the city centre by city centre workers;
 - Issue with litter not getting collected and weeds not getting sprayed;
 - Rumours around additional hostels being opened in the East End;
 - Acknowledgement of support from the Council on commissioned youth work contracts and how this model does work, however concerns expressed on short term contracts awarded, insecurity about future service provision and expecting to do more for the same amount of funding;
 - Issues regarding public transport, in particular removal of services number 38 and 42 ran by Go Northeast; and
 - Requested to continue to work to find appropriate mechanisms to get information, advice and guidance into specific sectors, remembering that online/self service options are not necessarily appropriate for everyone and given the expected impact of the welfare reforms, more help, advice and guidance is likely to be needed.
- 4.3 In addition, residents and stakeholders identified Tackling Crime and Cleaner and Greener Streets as the top two key priorities for 2012-2013 from the emerging priorities listed under 3.2.
- 4.4 East Sunderland VCS Area Network representatives met in May 2012 to consider and comment on the emerging priorities. The main issues and comments raised were:-

- Better use of local intelligence and interpretation, utilising the VCS and partners to inform, influence and impact on local service delivery. Also, a need to recognise and value the qualitative work of the sector and understand the impact on services if the VCS is not supported and sustained;
- Recognise the need for adult learners to be able to access both non-accredited and accredited learning opportunity in East Sunderland;
- Consider co-ordination of advice, information and support services relating to helping vulnerable people with daily living; encouraging independent living by older people or people with disabilities – linked to the personalisation agenda and how VCS provision is promoted and supported to be an active and vital partner;
- Ensure more people with life limiting conditions and carers are supported earlier to avoid intervention at crisis level;
- Use the VCS to support the delivery of an Area Events programme, delivered by local groups for local people, to encourage the area to be a good place to live in by promoting their community; and
- Ensure support for volunteers and capacity building of organisations to sustain the active and vibrant voluntary and community sector in East Sunderland.

4.5 Members may recall previous discussions around the public rescue equipment at Hendon Beach (**Annex 2 refers**), it is requested that this is considered along with other issues and comments raised by the VCS Area Network and State of the Area Debate outlined in paragraphs 4.2 to 4.4 when determining the priorities for the year ahead and the Local Area Plan.

5.0 Next steps

5.1 Following agreement of the priorities at tonight's meeting, the Area Committee will then be requested to determine the detail of the Local Area Plan's work plan for 2012-2013. It is anticipated a further workshop will be held with all Members of the Committee to confirm activity and actions to be referred to the relevant Place and People Boards as part of the strengthened area governance arrangements. Area Committee will also consider whether the Committee wishes to ring fence funding to support agreed priorities, actions and activity.

6.0 Recommendations

6.1 The Committee is requested to:-

- (a) Consider the issues raised by residents at the State of the Area Debate and the VCS Area Network and agree the priorities for 2012-2013 year ahead, which will form the basis of their Local Area Plan and
- (b) Agree to hold a further workshop to determine the detailed East Sunderland Area Committee LAP work plan for 2012-2013, as referred to in paragraph 5.1.

Background Papers

Sunderland City Council's Corporate Outcomes Framework
Feedback from the Councillors workshop: 25 May 2012
Feedback from the State of the Area Debate: 11 June 2012
Feedback from East Sunderland VCS Area Network
East Sunderland Area Committee's Work Plan 2011-2012
East Sunderland Annual Report 2011-2012

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PEOPLE**East Sunderland Local Area Plan 2012 - 2013**

Corporate Framework and Outcomes	Outcomes and Area	What will East Sunderland Area Committee do?		Role for Area Committee
		Influencing role	Local Action	
Corporate: A City where everyone is as healthy as they can be and enjoys a good standard of well being. Area: A Healthy East Sunderland: Contribute to ensuring East Sunderland has healthy outcomes and lifestyles.		Health inequalities: Improve awareness and communication via the People Board . i) Schools to help in raising awareness to parents around recognising the symptoms of drugs or alcohol use and promote current services available to families and users. ii) Encourage a more targeted approach in promoting healthy lifestyle choices with Black Minority Ethnic (BME) families. iii) Reduce the stigma of mental health by promoting 'real' stories of people who have/currently suffer and how they continue to be an active citizen.	Commissioning of projects through the Healthy City Investment Fund to address the main lifestyle causes of cancer: tobacco, alcohol and obesity by promoting awareness of the early signs and symptoms of cancer. Enhance relationships between Health and Wellbeing Board. Note: Mental Health Pathways is a scrutiny policy review topic.	NEW: Reducing cancer. IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.
Corporate: A City with high levels of skills, educational attainment and participation. Area: Active and educated East Sunderland: Continue to Improve lifelong learning, volunteering and participation opportunities.		Rolled over from 2011-12 – People Board to lead on encouraging schools to open up their facilities to the wider community and report to Area Committee. Monitor commissioned work funded until June 2013 from 'youth and teenagers'.	Receive information on young people Not in Education, Employment or Training (NEET) and Troubled Families and Strengthening Families and consider if it is a priority and what added value and actions the People Board can address on behalf of Committee.	EXISTING: Opening up school facilities to the wider community. IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.
Corporate : A City which is and feels even safer and more secure. Area: A Safer East Sunderland: Continue to ensure key partnerships and collaboration maintains the good results achieved.		Receive reports, from an area perspective, on domestic violence, tackling alcohol and drugs, anti social behaviour, hostels in Sunnyside to influence plans, policy and strategy from and to the Safer Sunderland Partnership . Influence mainstream resources and partnerships ensuring continued collaboration.	To continue working through the Crime Task and Finish Group and LMAPS ensuring local issues and problems are addressed. Note: Reducing offending, focusing on accommodation and domestic violence is a scrutiny policy review.	EXISTING: Tackling crime. IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.
Corporate: Ensures people are able to look after themselves. Area: Cared for in East Sunderland: Contribute to safeguarding and promoting the welfare of East Sunderland's most vulnerable.		Independent Living: Encourage more people to live independent by promoting and raising awareness of services available, for example, the Sunderland's Telecare System or Gentoo's local handy man services for small jobs around the home, i.e. changing light bulbs via the People Board .	Improve access to advice, information and guidance to help people look after themselves requesting that the People Board investigate what's available, where and how, current satisfaction levels, barriers and propose recommendations for improvements.	NEW: Improving access to advice, information and guidance. IDENTIFIED AS A PRIORITY FOR LOCAL ACTION.

PLACE

East Sunderland Local Area Plan 2012 - 2013

Corporate Framework Outcomes	Outcomes and Area	What will East Sunderland Area Committee do?		Role for Area Committee
		Influencing role	Local Action	
Corporate: An attractive modern city where people choose to invest, live, work and spend leisure time. Area: A vibrant East Sunderland. Promote high quality built and natural environments.		Place Board to investigate the feasibility of introducing a selective licensing scheme in Millfield, reporting back to Area Committee. Local Development Framework workshop to be delivered to Area Committee members, providing an opportunity to influence use of land in the area e.g. residential housing, cycle routes.	Place Board to identify what building and land the Council have in the area. Where there is a justified business case, consider better usage of existing facilities or temporarily opening up land locked spaces to enable wider community usage. Monitoring and receiving information in recognition of any new issue being raised from influencing role/reporting.	Strategic Influencing role.
Corporate: A responsible, well looked after city that is adaptable to change. Area: Desirable neighbourhoods in East Sunderland: Ensure neighbourhoods are environmentally sustainable and have the right mixed of facilities and services that meet the needs of local people. A strong sense of community.		Report to be presented on lessons learned from Coalfields and North Sunderland Area Committees, on the work they have achieved and delivered in relation to allotments. Consider actions for the Place Board . Continue to refer local issues to Area Response Team and Place Board .	Place Board to deliver a walk and talk programme, learning lessons from last year. Improve the visual appearance and reputation of main roads leading into the City Centre, using current planning enforcement regulations, improve plantation/vegetation, for example, on roundabouts building fronts. Deliver an education and enforcement programme tackling: A-Frames advertising boards, selling cars on public footpaths, etc.	EXISTING: Walk and Talk Programme NEW: Visual appearance and reputation of the area. IDENTIFIED PRIORITIES AS FOR LOCAL ACTION
Corporate: A well connected City. Area: A well connected East Sunderland: Continue to promote accessibility across East Sunderland and ensure transport networks meet local needs.		Influence development of sustainable transport options through consultation on the Core Strategy. Consult with Nexus on Quality Controlled Contracts.	Place Board to investigate current broadband connections across the area, looking at residential and commercial premises and report back to Area Committee.	Strategic Influencing role.
Corporate: A city where cultural identity and vibrancy act as an attraction. Area: East Sunderland's Cultural Identity: Continue to support activities and events which celebrate culture and identity.		Influencing role with City Services to determine future strategy for managing local events and celebrations.	Continue to monitor and receive information relating to celebrations, events and activities and any new issues being raised throughout 2012.	Strategic Influencing role.

ECONOMY

East Sunderland Local Area Plan 2012 - 2013

Corporate Framework Outcomes and Area	What will East Sunderland Area Committee do?		Role for Area Committee
	Influencing role	Local Action	
Corporate: A new kind of University City. Area: East Sunderland's inclusive economy: More vibrant, creative and attractive, with a strong learning ethic, with the University of Sunderland at its heart.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 1 Delivery Board – University City.	People Board to encourage more young people to progress into college and university. Promoting progression routes, services and financial support available. Making further education a viable option for consideration for young people and families in East Sunderland.	Strategic Influencing role.
Corporate: A national hub of the low carbon economy. Area: Use the opportunities offered by new low-carbon technologies to support economic growth.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 2 Delivery Board – Low Carbon Economy.	Receive a report from the Port of Sunderland on the future plans for the port and consider any added value or actions relevant for the Place and People Boards .	Strategic Influencing role.
Corporate: A prosperous and well connected waterfront city centre. Area: East Sunderland's position on the waterfront is an important part of its sense of place and enhances Sunderland's distinctive feature of being on a river and by the open sea.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 3 Delivery Board – Prosperous and connected water front.	Rolled over from 2011-2012, the Place Board to continue the delivery of the Coastal Path work plan. Monitoring and receiving information in recognition of any new issue being raised from influencing role/reporting	EXISTING: Coastal Path IDENTIFIED AS A LOCAL PRIORITY FOR LOCAL ACTION
Corporate: An inclusive city economy – for all ages. Area: Address social exclusion, unemployment and the decline in younger people living and working in the area.	Receive appropriate reports of progress, plans, policy or strategy from the Economic Leadership Aim 4 Delivery Board – An inclusive city. Report to be presented to Committee, providing an area perspective on the impact of the welfare reform. Monitor commissioned work funded until December 2012 from 'employment and enterprise'.	Receive a report on the Council's position on apprenticeship schemes and consider added value or actions for either Place or People Boards . Note: Apprenticeships and the Government's Work Programme is a scrutiny policy review topic.	Strategic Influencing role

There is no legal obligation to provide safety equipment at Hendon Beach. Lifebuoys were removed in 1997 from the beach due the vandalism and subsequent maintenance issues. Tragically in the last six years two fatalities have occurred, in 2006 and 2008, at Hendon Beach.

A risk assessment at Hendon Beach was undertaken in 2004 as part of a wide ranging assessment of all open water locations. The assessment followed a standard Health and Safety Executive (HSE) pattern identifying those at risk together with the relevant activities, the identification of hazards, current control measures and further control measures.

The current advice based upon the 2004 Royal Society for the Prevention of Accidents (ROSPA) 'Safety on beaches guidelines' and Royal National Lifeboat Institution (RNLI) 'A guide to coastal public rescue equipment' published in June 2007 is adhered to.

A significant reason for not providing safety equipment is that there is no vertical drop into the water at Hendon Beach and access to the water is via a ramp which gradually declines into the water. The presence of large quantities of rock armour at Hendon Beach for sea defence purposes removes the vertical drop necessary for the use of such equipment.

In determining whether the use of PRE at Hendon Beach was viable, consideration was given to the use of such equipment by members of the public. It was acknowledged that there was a considerable risk factor during high tide conditions for any person attempting to use PRE and that incorrect use of such equipment could potentially endanger the rescuer by tempting them nearer to the water themselves. In addition, if a person in the water was able to hold on to an item of PRE, there is a risk that the rescuer would pull them back towards the promenade, directly into the rock armour causing unintentional severe critical damage to the person.

Improvements have been made, including the removal of a Northumbria Water water pipe, the installation of railings along the promenade and improved signage to Hendon Beach from Commercial Road to allow access for emergency vehicles.

Subsequently, in May 2007 and September 2008 further assessments were completed as part of a water safety review using the newly published RNLI Beach Assessment, along with an addition independent assessment by a specialist in water safety in September 2010.

The assessments concluded that the findings of and control measures remained appropriate, suitable and sufficient.

A site visit took place in 2011 with Cllr T Martin, Cllr Ball, Cllr Kelly, Portfolio Holder for Public Health, Wellness and Culture and Officers from the City Services Directorate. Discussions following the site visit concluded that the City Council's decision not to install PRE at Hendon Beach should remain in place.

It was agreed during the site visit that weekly inspection concerning PRE would happen, PRE equipment would be installed in all emergency vehicles and water education sessions would be delivered to schools, all of which are continuously ongoing.