

NORTH SUNDERLAND AREA COMMITTEE

23rd April 2012

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND NORTH – PROGRESS REVIEW Workplan 2011/2012 – WORKPLAN UPDATE

1. Why has it come to Committee?

- 1.1 The report provides an update of progress against agreed actions in the current years (2011/2012) workplan, **ANNEX 1**.

2. Activities for Young People

- 2.1 The Task and Finish group met and discussed the plans for the use of the remainder of the funding for holiday activities for young people. There is a balance of the current SIB funding which the group identified for use during the 6 week summer holiday period.
- 2.2 The proposed plan is to deliver an event in each ward across the North area during the 6 week holiday period. Each of these events will showcase the work and activity that has been delivered to young people across the North area as well as provide information on youth provision across the area.
- 2.3 These events will also incorporate the activity that young people have participated in throughout the year, music and bands, sports activity and crafts and artwork.
- 2.4 The Task and Finish group also discussed the delivery of future holiday activity in the years 2012-2013. The Youth Development Group explained that future holiday activity will need to be met within the current contracts. The current contracts provide 3 sessions per week per ward throughout the year and are generally delivered early evening.
- 2.5 In order to provide holiday activities within the current contracts the 3 sessions would be used in a different way and potentially at different times.
- 2.6 The Task and Finish group proposed the alignment of a further £30,000 SIB funding for the coming year in order to provide holiday activities for young people aged 11 – 19 whilst maintaining the consistency of the contracted youth provision in the area.

3. Anti Social Behaviour

- 3.1 There has been significant partnership work undertaken in the North area to address anti social behaviour and support a reduction in reported incidents as well as improve local resident's perceptions of the level of anti social behaviour.
- 3.2 This partnership work has successfully supported a reduction in anti social behaviour of 23.3% over the last year in both youth and non youth related behaviour.
- 3.3 Whilst anti social behaviour has reduced in the North area it remains the highest of the five locality areas, coming second only to the City Centre.

- 3.4 Through LMAP's a discussion was undertaken as to how the partnership can build on the success to date and continue to reduce anti social behaviour in the North area and improve the perception of local people.
- 3.5 Based upon this discussion a project proposal has been drafted to continue the partnership working and address the issues in a targeted and focused way.
- 3.6 The project would see the police, the council ASB team, Gentoo and youth services work together to tackle the ongoing issues. The project would also target and work with local retailers and schools throughout the area.
- 3.7 The main elements of the operation would be:
- Intelligence
Through 4 weekly intelligence and tasking meetings information would be gathered from all relevant sources to determine the deployment of resources in areas of the greatest need.
 - Education
Training local retailers on the sale of alcohol, using the 'challenge 25' scheme. Educating young people through the schools and youth services about the effects of alcohol. Targeting adults with information relating to proxy purchasing.
 - Enforcement
Test purchases will be completed among retail outlets to check the robustness of systems. Police and PCSO's will patrol areas for underage drinking with alcohol confiscated and the Griffin protocol's instigated.
 - Public Perception
The public perception will be evaluated over the course of the operation and through perception audits and using the local media to highlight the work undertaken. This will be compared to the same period last year as well as evaluated through the quarterly confidence surveys.
- 3.8 The proposal is to align £19,000 SIB to the delivery of the operation with match funding being provided in kind through Police resources, Gentoo resources and the Council.

Recommendations:

- Note the content of the report.
- Consider and agree the alignment of £30,000 SIB to the delivery of holiday activities for young people for the 2012/2013 period.
- Consider and agree the alignment of £19,000 SIB to the delivery of an anti social behaviour operation across the North area.

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