

22ND April 2013

REPORT OF THE CHAIR OF THE EAST SUNDERLAND AREA COMMITTEE

Annual Report 2012/13

1 Purpose of Report

- 1.1 To approve the East Sunderland Committee's Annual Report as part of the combined Area Committees Annual Report 2012/13 to be presented to Full Council.

2. Background

- 2.1 This will be the second year that all Area Committee reports have been brought together in one combined report and presented to Full Council.
- 2.2 The combined report will provide an update on how Area Arrangements have developed over this last year in addition to an overview of all 5 Area Committee Achievements during that period and in line with agreed Work Plans for 2012/13.

3. Annual Report

- 3.1 The Annual Report for East Sunderland Area Committee is attached as **Annex 1**.

4. Recommendation

- 4.1 Members are requested to consider and approve the East Sunderland Annual Report for inclusion in the combined Area Committees Annual Report for 2012/13.

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Annual Report by the Chair of the East Sunderland Area Committee

At the beginning of the financial year East Sunderland Area Committee set out its priorities for the year ahead. Key areas where Area Committee wanted to focus work and resources and bring real benefits to the local community included walk and talk and gateway programmes, reducing male adult cancer rates, tackling crime and opening up school facilities to the wider community.

Partnership working has been key to ensuring we get value for money and maximum benefit from our resources. A lot of excellent work has taken place over the last 12 months. Some of the highlights are:

- Influencing delivery of local Street Scene services, such as fly tipping, dog fouling and litter and waste to ensure they are delivered in line with local need. Dog Control Orders and a policy to deal with nuisance vehicle parking by car dealers have been developed.
- Through the walk and talk programme we aligned £66,000 towards the priority. My colleagues the local Councillors, led the way with partners and residents walking the streets to identify local issues and agree solutions. Over 100 issues were identified for action and referred onto the right organisation to handle. The actions varied from installing litter bins, to delivering community projects, such as, improving neglected land and transforming it into a play area.
- Councillors conducted site visits to identify main roads leading into the City Centre. Sites identified for improvement are, Doxford Park Way, Villette Road, Ryhope Road, Hylton Road, Alice Street and Argyle Street and A1018 Southern Radial Route. Groundworks North East produced proposals, based on Councillor suggestions which resulted in £90,300 of SIB being approved to implement those suggestions.
- Conducted a tour of the Port of Sunderland to understand the longer terms plans and the importance the Port will play in the future of the City.
- A Voluntary Code of Practice will be written to encourage businesses to keep the front of their premises clean and tidy.
- Influenced the new Park Smart Scheme which is aimed at making areas safer for children and parents going to school by reducing nuisance parking via education and enforcement. Councillors identified known hotspots and fed their local intelligence into the development of the programme, which starts from April 2013.
- Shaped how services for children and young people aged between 8-19 years old will be delivered, in terms of how, when and where post April 2013.

- Provision of financial support to provide Junior youth clubs and school holiday activities for children and young people across the East.
- Partners from across the area have achieved fantastic results in reducing crime by 25%, through delivering various operations across the area, for example, Operation Engine targeted anti social behaviour in Mowbray Park. This involved alcohol seizures and stop searches. The latest crime survey informs us that now fewer residents perceive drunk/rowdy as a problem in their local area.
- Potential play sites and solutions have been referred to the Cabinet Policy Lead for Play and Urban Games Strategy to consider for inclusion as part of the next review.
- Each school in the area has been contacted, to allow a more in depth appreciation of what is required to encourage schools to open up their facilities to the wider community. This has now been picked up as part of a city wide initiative.
- Continued to support employment, enterprise and welfare advice, by providing funding to support the delivery of services which increase employment opportunities, encourage business start-ups and improve access to welfare advice.

We're committed to improving on the successes we have seen this year and will continue to keep local communities at the heart of everything we do. Ensuring that as more services are devolved to an area level local communities are involved in shaping those services to meet local need.

As the Chair of East Area Committee I would like to thank all members of the Area Committee, including my two Vice Chairs, Northumbria Police, Tyne and Wear Fire Service, East VCS Area Network, Responsive Local Services and Locality Teams, for their hard work and support throughout the year in helping to make East Sunderland a better place to invest, work and live in.

Cllr Ellen Ball, Chair, East Sunderland Area Committee

