

PLACE PRIORITIES

	Area Priority	Proposed Action	Lead Agent	Progress
1	Improving Environment and Greenspace	1. Working with the RLS Area Response Manager and Customer Relationship Officer, work with schools and community organisations inc youth groups, to reinforce messages around the implications of littering, fly-tipping, wheelie bin fires, graffiti and anti-social behaviour. Support delivery of a further programme of educational support across all schools in the West, working with Safety Works.	All	Safety Works presented an update to September Place Board in relation to the success of the 2014/2015 programme.
		2. Members to use their local knowledge to support sustainable improvements within their wards, creating spaces for families to enjoy and support community cohesion. Develop a programme of love where you live activities and events, linked to West Green Place Plan developments to promote participation and health messages, such as planting fruit and vegetables	All	Walk and Talk budget allocated to each ward for 2015/2016; Consultation Event held at Children's Forest to establish future use for the forest and community interest to support on going developments and maintenance. Further event to be held in Silksworth to determine the future opportunities for Newport Dene.
		3. Implement the detailed actions aligned within the West Green Space Plan for 2015/2016, working with communities and partners to maximise outputs and encourage wider participation	All	Area Tour held in June 2015. Area Committee visited various sites across the area and actions were logged into the West Place Plan for 2015/2016.
2	Improve the physical and environmental appearance of shopping centres in the West and support the establishment of 'Trader Groups', as interest arises	1. Continue to work with Pallion Traders to promote trade and increase footfall and address local area issues. Encourage Pallion traders to become the first West Dementia Friendly Shopping Centre. Encourage Pallion Traders to apply to be 'The Great British High Street of the Year 2015'.	SCC, Traders	Pallion Traders continue to meet monthly. They have successfully fundraised to enable Christmas Illuminations to be installed for Christmas 2015. Pallion Ward Councillors have matched the Traders fundraising with funding from their own area budget. The Pallion Traders also met with the project Director for the new Bridge to ensure the traders are able to support wherever possible and also utilise additional footfall to the area.
		2. Continue to work with Silksworth Traders to promote trade and increase footfall and address local area issues. Introduce Incredible Edible programme to Silksworth Traders.	SCC, Traders	Advertising Litter Bins installed and advertising space promoted to encourage local traders to promote their business. Review currently underway to determine if other capital improvements could be completed to enhance the local shopping area.

		3. Introduce trader support within the Broadway (St Annes) & Thorney Close (Sandhill) Shopping centres, utilising lessons learnt from Pallion & Silksworth, working towards the same positive outcomes, to ensure traders work together to encourage trade and improve the look and feel of the area.	SCC, Traders	West Area Committee agreed to approve funding to support capital improvements at local shopping centres across the West. A capital programme plan has been developed and will be reviewed by the Place Board to ensure works completed are delivered efficiently and effectively in liaison with local traders and ward councillors.
3 Influence the design, delivery and review of Place based services devolved to Area Committee	1. Work with individuals and communities to take more responsibility for and be passionate about keeping local communities clean, green and well looked after. Develop approach(s) to deal with neglected:- Land, Housing, Shopping Parades, Industrial Estates, through interventions appropriate at Area Level (detail within West Green Space Plan 2015/2016)	SCC, VCS, Partners, Land owners	Consultation Event held at Children's Forest to establish future use for the forest and community interest to support on going developments and maintenance. Further event to be held in Silksworth to determine the future opportunities for Newport Dene.	
	2. Influence the 'In Bloom' activity organised by Street Scene to encourage communities to consider developing It's Your Neighbourhood applications and develop a Sunderland In Bloom programme of activities	SCC, VCS, Partners, Land owners, Traders	Pallion Traders submitted an application to It's Your Neighbourhood. Judging took place on 28.7.15, awaiting outcome. Shopping Centre capital developments will all including additional planters or planting features which will be created in partnership with local traders, schools and VCS organisations to ensure their ongoing sustainable maintenance.	
	3. Continue to influence the development of the core strategy, and future land use in the West	SCC		
	4. To influence Highways Maintenance Programme at an area level for inclusion in the Capital Programme 2016/2017	SCC	Highway Maintenance Capital Programme will be discussed at Place Board in November 2015 to ensure approval of local area programme at March 2016 Area Committee.	
	5. Consideration to be given to how the Area Committee could inform the development of annual delivery plans and identify local hot spots for target through local intelligence and work with the Housing Renewal Team to prioritise area work.	SCC, Landlords		
	6. Public Protection and Regulatory Services (PPRS) - ensure all Councillors receive Licensing and PPRS awareness training and are introduced to the Area Rep from PPRS for the West (Tom Terrett)	SCC	Update on PPRS presented to Place Board in July 2015. Board discussed supporting communication to prevent 'scratchers' - illegal tattooists from operating within the area as well as raise the profile of food hygiene ratings across Sunderland's food establishments, encouraging communities to 'check the scores on the doors' before purchasing food to encourage food premises to increase their food hygiene standards through local competition. Communication campaign to feature within a future edition of Community News.	