

PLACE BOARD WORK PLAN

	Area Priority and suggested date for discussion by Place Board	Outcomes/Actions	Suggested Lead Agent (tbc with relevant service)	Comments/info/progress
1	Support for local shopping centres July 2014	Building on the success of previous projects and sharing best practice across the local area.	Berni/Pauline Hopper/Debbie Hall/Julie Heathcote	Using the results from an evaluation of the SIB funded Business Support programme, drawing on best practice, the Place Board made a recommendation to Area Committee at the October 2014 meeting. Committee approved a sum of £55,000 SIB to deliver a package of support including a) business mentoring support b) marketing campaign c) environmental improvements Berni Whitaker is now progressing the development of Phase 2 of the Business Support project to offer 1-2-1 and mentoring advice to local traders.
		Identifying areas for development to improve footfall and spending in local shopping centres	Julie Heathcote	The Shop Local marketing campaign has been further developed to encourage residents to support their local businesses for the Christmas period. Billboards in Shiney Row and Houghton le Spring have been hired during December, and lamp post banners have been installed at Hetton. A poppy hunt is currently underway in Houghton and there will be a Christmas market at Shiney Row for the switch on of the Christmas tree lights on 4 December. Meetings with Houghton Traders Association, the City Council and Nexus have resulted in the option of an additional bus stop at the top of Newbottle Street (near library) being explored. Consultation will take place and the work will be progressed by Nexus. Proposed improvements to a footpath at Front Street, Fencehouses, was supported by the Place Board, subject to relevant consultation and future maintenance processes being followed.

		<p>Supporting the dementia friendly shopping centres project</p>	<p>Pauline Hopper</p>	<p>This pilot project is part of the work of the Citywide Multi Agency Dementia Group. Houghton le Spring is working to become the North East's first Dementia Friendly Shopping Centre and the official launch of the project in September 2014 attracted media attention from a number of publications and BBC television. The Alzheimers Society delivered an awareness raising session to almost 30 local traders and organisations to help them understand more about dementia and how they can make their shops more welcoming for those who may need additional support. Businesses who have signed up to the Terms and Conditions can now display a sticker in their window to let people know they have an understanding of dementia. Next steps include the roll out of the awarness raising 'dementia friends' sessions and signing up more businesses to the project. A progress report will be required by the Alzheimers Society after 6 months.</p>
		<p>Supporting local traders to develop initiatives to increase trade</p>	<p>Berni Whitaker/Julie Heathcote</p>	<p>Houghton Traders Association is now well established. Shiney Row has developed a Trader Forum which meets each month. Hetton is in the process of agreeing the model for their centre. Traders in all areas are being supported to increase trade, and a 'shopping voucher' scheme currently available is promoted in the October 2014 Community News.</p>
<p>2</p>	<p>Community involvement and Love Where You Live (LWYL)</p> <p>September 2014</p>	<p>Enhancing community cohesion and collective pride.</p>	<p>Pauline Hopper/VCS reps/Debbie Hall</p>	<p>Through the VCS Network, a number of projects and initiatives are being developed to bring different sectors of the community together. The Customer Relationship Officer (CRO) for the area will support the delivery of LWYL activities.</p> <p>The CRO is working with more schools, partners and community groups to deliver improvements and recently Easington Lane School was awarded 'Best School Project' at the Sunderland in Bloom awards for their partnership project to commemororate WW1. ELCAP and Grays Chapen also received awards.</p>

	Identifying sites for improvement and supporting a programme of activities to enhance the site	Elected Members	A number of sites for development were identified and in partnership with local schools and community groups have been improved. The Place Board made a recommendation to October 2014 meeting of Area Committee, who approved £10,000 SIB funding to further develop the project.
	Encouraging residents to participate in maintaining the local natural environment and develop skills associated with planting and growing fruit, veg, herbs and flowers	Pauline Hopper (SIB projects)/Debbie Hall	7 small SIB funded environmental projects are currently underway and each will focus on engaging local people to take part in activities to address this action.
3 Make better use of greenspace September 2014	Utilising devolved Public Health funding to create and promote outdoor facilities (In collaboration with the People Board)	Project working group	Following approval of the Health and Greenspaces project and approval of £20,000 SIB to match the £20,000 public health allocation, a project steering group comprising all relevant officers and partners, chaired by Area committee Chair, met to develop the action plan. All partners were allocated actions which they would lead on and will report back at regular intervals.
	Identifying green space areas for development	Elected Members/project steering group	The Health and Greenspace project steering group will collect and collate information regarding spaces which can be incorporated into the project. At the November board meeting Members were asked to identify open space areas where goalposts could be installed to encourage informal play
	Supporting groups to improve areas and be creative in their use	Pauline Hopper/Carrie Stokoe	Through the VCS Network, a number of projects and initiatives are being developed. The Area Community Officer and Customer Relationship Officer (CRO) for the area will support local groups during delivery of LWYL and greenspace activities
	Promoting health messages	Julie Heathcote/Laura Cassidy/Laura Bartlett	Public Health and Wellness colleagues will assist with the promotion of the health benefits of outdoor and environmental activity. Information will also be disseminated via the VCS Network and schools. A communications plan for the Health and Greenspaces project is being developed.
	Provide signage regarding local facilities and features	SCC	As part of the Coalfield Health and Greenspace project existing signage will be improved and new signage developed.

4	Environmental improvement and education	Identifying sites that suffer from neglect and/or dereliction and working in partnership with local groups, residents and council services to enhance land development for public or private use	Pauline Hopper/Debbie Hall/VCS reps	A further programme of activity will be developed in conjunction with the Love Where You Live project. The November Place Board discussed areas of concern and will forward ideas and suggestions to officers for consideration.
	November 2014	Supporting the education of residents to understand the consequences of environmental neglect	Debbie Hall/Carrie Stokoe	Through community and school events a consistent message is being delivered regarding the impact of human behaviour on the environment. The work of the CRO also involves working with businesses and local residents regarding their responsibilities with regard to waste disposal and environmental maintenance. At the November meeting the Place Board agreed to support the education of residents by having a fact sheet produced including information on fly tipping, dog fouling etc.. Any suggestions for inclusion in the fact sheet should be forwarded to Pauline Hopper.
		Supporting programmes that educate all residents to appreciate natural growth and wildlife in the local area	Pauline Hopper (SIB projects)	7 small SIB funded environmental projects are currently underway and each will focus on engaging local people to take part in activities to address this action. Updates on the projects are included in Annex 3 of the December Area Committee report.
5	Monitor and maintain improved land	Ensuring local improvements already made continue to succeed	Debbie Hall/Pauline Hopper	To ensure that improvements made as part of 2012/13 and 2013/14 priorities are maintained, the Area Community Officer and Area Response Manager will continue to monitor and take action where necessary.
	January 2014	Supporting the collaboration of the VCS, councillors, residents and council services to contribute to the maintenance of the local environment		A number of joint projects to maintain improvements have been supported by the CRO. This will be further developed with relevant Council services over the coming months.

6	<p>Influence the design, delivery and review of Place based services devolved to Area Committee</p> <p>TBC</p>	<p>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(es) to deal with neglected:- Land, Housing, Shopping Parades Industrial Estates, through interventions appropriate at Area Level</p>	<p>Gill Wake</p>	<p>This will develop over time and will deliver the Board's influencing role in statutory and core service provision. This will be in addition to, and linked with, the local priorities outlined above in 1-5</p> <p>Liz McEvoy and Julie Wilkie attended the September Place Board meeting to update the Board on Empty Dwelling Management Orders (EDMOs). A pilot of the orders will be delivered on 2 properties in the Hetton area.</p> <p>One of the issues being addressed through the developing Intelligence Hub is community clean-ups which will inform focused activity to ensure it is fit for purpose and addressing broader issues across the area - such as ASB etc.</p> <p>An officer from Trading Standards attended the November Place Board to present information on the Licence Review process. Issues of most concern in the area are noise for residential neighbours of licenced premises, stolen and counterfeit goods being sold and adults purchasing alcohol from off licences on behalf of under 18s (proxy sales). The Board agreed to support a proposal to circulate a notice to be displayed in local off licences advising of fines that can be given to those purchasing alcohol for under 18s.</p>
		<p>2. Re-consider how members can influence the allocation of S106 funding at an area level</p>	<p>Danielle Pearson</p>	<p>In October all elected members were invited to take part in Member Training on the Planning System delivered by Planning Advisory Service. Members were encouraged to identify further training opportunities arrangements for which are currently being considered</p>
		<p>3. To influence Highways Maintenance Programme at an area level for inclusion in the Capital Programme</p>	<p>Les Clark</p>	<p>The November 2014 Place Board received an update of the current (2014/15) programme and also asked for proposals for 2015/16. All locations put forward will be assessed and prioritised according to location, condition and traffic needs and brought back to the Board in February 2015. Recommendations from the Board will be presented to the March 2015 Area Committee.</p>