

Sunderland East Area Committee

9th November 2009

Report of the Chief Executive

Sunderland East an Attractive and Inclusive Area Summary

1. Why has it come to Committee?

1.1 At its meeting in June 2009, the committee agreed its work plan for the 2009/10 municipal year and Attractive and Inclusive priority is the third to come to committee for discussion and consideration.

2. Description of Decision (Recommendations)

2.1 Area Committee is asked to:-

- Note the **actions** identified in Annex 1
- Agree which of the following **proposals** (also identified in Annex 1) will be developed
 - Review
 - Committee is requested to note the contents of the information contained under priority 1 and 2, and agree to accept a further report specifically focusing on private landlords, ASB and empty properties. Lead: Health, Housing and Adult Services
 - Establish a two way communication process for the City Centre Strategy Group and the City Centre Programme Board to update Area Committee on developments and vice versa, to complement each others work plans and priorities. Lead: City Centre Programme Board.
 - Consider opportunities to support Holmeside developer in marketing the scheme/City centre. Lead: Sunderland arc.
 - Monitor needs and effectiveness of Sunnyside Business Forum. Lead: Sunderland arc.
 - Investigate and feedback the costs involved in developing a City Heritage Strategy, enabling the Forum and the Council to indicate a number of identified priorities which will need consideration on how they are taken forward. Lead: Sunderland Heritage Forum.
 - Members are asked to identify opportunities for further potential improvements to public transport routes and walking access across the area, and to receive a further report to a future meeting of the Sunderland East Area Committee.
- Bring forward **further proposals and ideas** to strengthen the quality of life for residents in Sunderland East.

3. Background

3.1 Sunderland East is the historical heart of the City and is rich in heritage. The area includes City Centre, with its major commercial leisure, cultural and retail facilities including The Bridges indoor shopping centre; Sunnyside; the Port; the old heart of Sunderland, the East End; the central campus of the City's University and City's major hospital.

- 3.2 Parts of the Hendon area have benefited from New Deal for the Communities funding in recent years and there has been substantial investment and redevelopment of the City Centre and Sunnyside areas.
- 3.3 There is a programme of Neighbourhood Renewal Assessments to improve housing conditions and liveability across the City which includes Hendon.
- 3.3 Within the Area there are a range of neighbourhoods and natural communities. These are areas that were identified by our Councillors, partners and residents throughout consultation. There are 20 of these natural neighbourhoods in the Sunderland East Area.
- 3.4 The area lies immediately South of the mouth of the River Wear, extending southwards along the North Sea coast to the City's boundary with the neighbouring local authority District of Easington.
- 3.5 The residential population of around 59,000 positions it within the mid-range population of Sunderland's five Areas but, accommodating Sunderland City Centre, the daytime and evening populations rise significantly higher than this.
- 3.6 Following the extensive programme of consultation with members, partners, community stakeholders and the wider community, the agreed priorities for this theme are:
1. Encourage private landlords to become registered.
 2. Bring empty properties back into use.
 3. Deliver activities along the river corridor.
 4. Promote and clean up the City Centre.
 5. Celebrate our heritage.
 6. Improve recycling facilities.
 7. Improve public transport routes and walk ability across the area.
- 3.7 Who has been involved with the Attractive and Inclusive Priority?
- Sunderland arc
 - Sunnyside partnership
 - Back of the Map
 - Gentoo
 - Sunderland City Council
- 3.8 Key Dates
- Aug 09 Initial meeting held with key partners
 - 07.10.09 Pre meeting for Area Committee
 - 22.10.09 Report deadline for Area Committee
 - **09.11.09 Area Committee, discuss and agreed recommendations**
 - 21.12.09 Deadline for action plan to be developed
 - 04.01.10 Area Committee: Action plan presented
 - 30.03.10 Deadline for End of year report for Area Committee
 - 12.04.10 Area Committee End of Year report presented

4. Attractive and Inclusive Theme Area Summary

- 4.1 Attached as Annex 1 is the area summary for the Attractive and Inclusive theme. The annex covers:
- Priorities agreed at Area Committee
 - Key Facts

- Current activity delivered day to day from services
- Any gaps, identified needs or general comments
- Actions and proposals

5. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Local Area Plans
- Information provided by partners and officers at workshop event August 2009 and one to one meetings

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Annex 1: Sunderland East Attractive and Inclusive Area Summary