

SUNDERLAND WEST AREA COMMITTEE

5 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

INFLUENCING PRACTICE, POLICY AND STRATEGY

Refreshing the West's Local Area Plan (LAP)

1. Why has it come to Committee?

- 1.1 It was agreed at the beginning of the municipal year that Committee would lead on refreshing their LAP between January 2011 and March 2011. To support Committee throughout this process information has been provided on four main elements; what people are telling us; developments to be considered; a proposed framework for managing the refresh and; recommendations, including terms of reference.
- 1.2 The Area Committee, over the last 3 years, has been provided with significant citywide and local strategic information. In addition, partners including the community and voluntary sector have fed information into the Committee process that has resulted in the development of the West Local Area Plan and the Committee's annual work plans. The Plans have not only identified key priorities, but through the establishment of Task and Finish groups, supported the Committee in influencing the provision of public sector service delivery at a local level and focused the allocation of its delegated budgets to deliver actions to address those priorities.

2. What residents are telling us

- 2.1 Feedback from residents has now been collected over the last year, and this information will be used to provide a focus on what improvements need to be made, at an area level, from a resident's perspective.
- 2.2 Area Committee have the opportunity of using this information when refreshing their LAP and establishing their work plan for 2011-12. The work of the Committee could then significantly address residents' perspectives of their neighbourhoods and provide for an understanding of the outcomes of the Area Committee's actions.
- 2.3 What Does This Mean to the West??
By understanding what residents are saying we can start to build a picture of what really matters to people living in the neighbourhoods and communities within the West area. We can then use this information to help inform decisions and meet local people's needs when deciding on area priorities. As a starting point, the information provided from residents' feedback in the 2009 Place Survey has been cross referenced with a number of other sources (see background information, below) to identify emerging priority issues. The initial findings would indicate that the priorities for West residents are:

- Activities for teenagers
- Job prospects
- Level of crime (predominantly youth disorder and ASB from teenagers)
- Road and pavement repairs and speeding and dangerous driving

It should be noted that this is the very first stage of the process and actual priorities selected by Committee may not reflect the initial findings.

2.4 Activities for teenagers

By analysing information available, the Committee will be better able to understand what elements of activity for teenagers need to be considered if this is chosen as a priority.

Issues to consider at this stage:

- Rating for satisfaction with children's facilities is higher than City average;
- The area has the highest perception of young people 'hanging around';
- Teenagers hanging about on the streets is a top priority for residents;
- The issue has already been highlighted by the West Area Committee as part of the 2010/11 work plan;
- The link to youth disorder and ASB from teenagers (see Level of crime, below).

2.5 Job Prospects

By analysing information available, the Committee will be better able to understand what elements of job prospects need to be considered if this is chosen as a priority. Issues to consider at this stage:

- Number of residents citing job prospects as one of the most important factors in making somewhere a good place to live has increased in the past year;
- 18-24 year olds are more likely to feel job prospects are in need of improvement;
- Work, employment and careers are important to young people.

2.6 Level of Crime

By analysing information available, the Committee will be better able to understand what elements of crime need to be considered if this is chosen as a priority. Issues to consider at this stage:

- The perception of levels of Anti Social Behaviour (ASB) in the West area is in line with the city average;
- People using or dealing drugs have been highlighted as an issue;
- The crime rate is considerably lower in all the wards of the West area than the city average;
- The links between feelings of community safety and a cleaner, greener area;
- The link to activities for teenagers (see above);
- Reducing ASB has been identified by West Area Committee as an issue for the 2010/11 work plan.

2.7 Speeding and/or Dangerous Traffic

By analysing information available, the Committee will be better able to understand what traffic and highway issues need to be considered if this is chosen as a priority. Issues to consider at this stage:

- Speeding/dangerous driving is highlighted as a problem more often in the West area than other areas in Sunderland;
- The West Area Committee have raised this issue as part of the 2010/11 work plan.

3. Other Factors for Consideration

3.1 There are a number of strategic and service developments that need to be taken into consideration when developing the LAP, such as;

- Community Strategy
- Corporate Improvement Plan
- Environment and Attractive City Scrutiny Committee: Sunderland 'The Place' Policy Review 10/11
- Child and Family Poverty Strategy

- Economic Masterplan
- Budget Framework
- Local Development Framework
- West Area Committee's Work Plan 2010-11

Such documents will both inform and be informed of the LAP and be strategically aligned to the work of the Area Committee.

4. Proposed Consultation Framework

- 4.1 Consultation is a key part of developing a well informed LAP. It is recognised that the whole community should have an opportunity to participate in the consultation process, with elected members, receiving support from partners to drive the consultation process forward.
- 4.2 Consultation and community engagement are therefore fundamental foundations in developing LAPs, which will inform the refreshed Sunderland Strategy. During November, the Area Co-ordination Team concentrated on analysing resident surveys, requests for services, feedback from Community Spirit, outcomes from the State of the City Debate and Youth State of the City, VCS Area Networks and key facts and performance data as gathered through our Area Regeneration Framework Profiles: the findings of which are shown in Section two of this report. In order to ensure an inclusive approach a consultation framework will be applied.
- 4.3 **Stage One: 10 January 2011**
Present desk top research to West Area Committee, building a picture of what people are telling us needs improving and their top priorities to address.
- 4.4 **Stage Two: January-March 2011**
Committee agree to establish a Task and Finish group made up of elected members and partners (see Annex 1). The group, if agreed, will commit to actively working outside of the Committee cycle between January and March 2011 to consider what people are telling us. They will bring information forward, relevant to the area, about key strategies and Partner/ Directorate delivery plans for the forthcoming year; raise the profile of any local research, project interventions or initiatives being delivered, quality control information supplied and propose suitable performance measures to enable the production of the first draft of LAP. This will include key priorities that will be provided for the Area Committee to consider.
- 4.5 **Stage Three: March-April 2011**
The Draft LAP, including key priorities, will be provided to the Area Committee for agreement. There will be a commitment to consult with a wide mix of residents, for example, young and old, from different communities, and interests, to ensure the information collected is unbiased. Groups to be consulted could include, for example, those active in the West area highlighted in Annex 2. Committee also have an opportunity to add further groups, for example, Local Multi Agency Problem Solving Groups (LMAPS). All elected members will receive notification of meetings held within the area.
- 4.6 **Stage Four: April 2011-May 2011**
The Task and Finish Group will capture feedback, refine the LAP and develop an action plan, including performance measures, reporting their findings to Area Committee for agreement.
- 4.7 **Stage Five: May 2011**

The final design to be provided to Elected Members prior to the release to local partners and residents. The LAP will then be widely communicated with two versions produced, one version being a special edition of Community News for residents, the second, being a working document for Committee to deliver against throughout 2011/12.

4.8 Stage Six: October – November 2011

Bi-annual performance report presented to Committee, to advise Committee on progress on activity.

5. Recommendations

Committee are asked to agree the following:

- Establish a LAP Task and Finish Group and note the terms of reference for the group, outlined in Annex 1.
- Nominate and agree the membership of the group.
- Agree the proposed consultation framework outlined in Section 4.
- Note the findings of the report and agree to receive a further report in March 2011.

Annex 1: Terms of Reference

Annex 2: Community/residents' groups in the West

Background papers

- Place Survey 2009
- Safer Sunderland Partnership: Confidence Survey 2010
- Community Spirit Panel: Sustainable Communities
- State of the City Debate 2010
- Youth State of the City Debate 2010
- Mini Youth Inc Events 2009
- VCS Area Network 2010 meetings
- Customer Service Requests: Quarter three 2010
- Local Area Plan 2010/11

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Item 4: Annex 1: Local Area Plan (LAP) Task and Finish Groups: Guidance Notes

Membership

The LAP Task and Finish group be chaired by the Area Chair, or nominee, and will include Councillors, LSP representatives, officers, and experts. Sub groups and advisors may be appointed, if necessary, and their terms of reference will be agreed by the Task and Finish group.

Frequency of Meetings

The group will agree the frequency and intervals of its meetings in order to achieve its purpose and specific duties within the timescale agreed by the Area Committee.

Purpose of group

- Consider what local people are telling us about improvements, priorities and satisfaction levels of service delivery.
- Commit to actively work outside of Area Committee between January 2011 and March 2011.
- Act as a hub of area information and intelligence relating to strategies, delivery plans, research, interventions and initiatives being delivered in the area.
- Quality control information supplied.
- Propose suitable performance measures against future priorities.
- Present draft priorities and LAP to Area Committee to agree before consultation framework applied.
- Consult on draft priorities and LAP with residents and partners.
- Capture feedback from consultation exercise and refine LAP.
- Present final LAP to Committee for consideration.

Budgetary responsibility

No budget is assigned to the Task and Finish group. Individual Area Committees may agree to align a percentage of their SIB budget to a Task and Finish group to address the priority identified in the work plan, however requests for funding would need to be endorsed by Area Committee, or through the emergency protocol.

Communication by the Group

- The group shall be responsible for keeping the Area Committee updated on progress via the Area Officer using the following mechanisms:
 - Sunderland website and Area Action Plans
 - Ward e-bulletin and Coalfield Community Newsletter
 - Update reports at Area Committee meetings.
- Any other appropriate means identified by the task and finish group
- A schedule of action, identifying Lead and deadline dates will be produced within 7 working days of any meeting and circulated for action, with regular updates.

Limits of group

The task and finish group have no decision making powers. Recommendations of the task and finish group will be discussed and endorsed by the Area Committee.

Item 4: Annex 2:

Community and Residents Groups within the west

Many local groups share a common goal to improve their neighbourhood or area. By working with these groups Area Committee can gather further insight into what is important to local people. The following information provides an overview of some of the groups Committee may wish to include in the consultation process.

- Volunteer Centre
- St Mary and St Peter's Community Project
- Social Enterprise Sunderland
- Thorney Close Action and Enterprise Centre
- Age UK West
- Springboard
- Pennywell Community Centre
- Pallion Action Group
- Grindon United Reformed Church
- Four Seasons Activity Centre
- Tansy Centre
- Sunderland Carers' Centre
- Voluntary and Community Action Sunderland
- Pennywell Youth Project
- Jubilee Centre
- A690 Youth Project
- Groundwork
- Youth Almighty
- Education Business Connections
- Grindon Community Association
- South Forum
- Grindon Area Neighbourhood Forum
- Ford, Pallion and Millfield Community Project
- Pennywell Neighbourhood Centre
- Durham Wildlife Trust
- Silksworth Heritage Group
- Plains Farm Community Initiative
- Lakeside and Gilley Law Community Centre
- Lakeside tenants and Residents Association
- Sunderland Link
- Voluntary Sector Youth Forum
- Alzheimer's UK
- Grindon Action Technology Enterprise Services (GATES)
- Fiscus
- Sangini
- Friends of Barnes Park
- Lambton Street Fellowship
- St Luke's Neighbourhood Trust
- Gentoo Residents Groups
- Schools (via cluster managers)