

7th October 2015**REPORT OF THE CHAIR OF THE PLACE BOARD****Place Board Progress Report****1 Purpose of Report**

- 1.1 To provide an update of progress against the current year's (2015/16) Place Board Work Plan.

2. Background

- 2.1 Earlier this year the Local Area Plan's priorities associated with Place were referred to the West Place Board to action on behalf of the Area Committee. The Place Board continue to initiate action on those priorities and **Item 2 Annex 1** outlines progress to date.

3 Area Governance Arrangements

- 3.1 The Area Committees are part of the Council's Executive Function and have two key roles:-
- a. Influencing decisions on services delivered at a local level; and
 - b. Identification of key priorities for their areas, in the context of supporting the delivery of the Council's Corporate Outcomes Framework at a local level and ensures maximum impact where necessary through utilizing its own resources.
- 3.2 Area Place and People Boards were set up to support the Area Committee in identifying areas of priority and ensure action in line with those priorities.
- 3.3 Each ward has one elected member representative, whose role it is to liaise with their ward colleagues in between meetings and feedback collective views into the Board meetings. Members will work alongside key officers in what will be practical action orientated groups. It should be noted that the Board is not a decision making body and the work / recommendations of the Board will be presented to the Area Committees for final endorsement. Elected member representation on the Place Board for this Area Committee is as follows:-

Ward	Place Board Membership
Chair	Cllr Michael Essl
Barnes	Cllr Ian Galbraith
Pallion	Cllr Amy Wilson
Sandhill	Cllr Debra Waller
Silksworth	Cllr Philip Tye
St Anne's	Cllr Karen Waters
St Chad's	Cllr Darryl Dixon

4. Key Areas of Influence/Achievements up to 21 September 2015

- 4.1 Outlined below is a summary of the key areas of influence / achievements of the West Place Board up to 21 September 2015.

Influence: Responsive Local Services, Streetscene	
Northumbria in Bloom and It's Your Neighbourhood	Northumbria in Bloom – Sunderland won Gold in the Large City award. From a West Area perspective the major contribution to the award came from Barnes Park which won Gold in the Parks award. Last year's renovation of the Sensory Garden yielded results this year and judges were impressed with the joint work being undertaken with Barbara Priestman school to

	<p>provide work experience opportunities for young people with disabilities within the park.</p> <p>Members discussed opportunities to develop 'It's Your Neighbourhood' community entries into the regional Northumbria In Bloom competition.</p> <p>Pallion Traders applied to the It's Your Neighbourhood scheme for the first time this year, supported by local councillors to promote the traders Incredible Edible Scheme. The traders were visited by 'In Bloom' Judges during the summer and they will find out the result during an awards ceremony which takes place later in October 2015.</p> <p>Place Board asked for a copy of the area matrix relating to weed spraying activity for 2016 to ensure they could keep their communities up to date, as issues arose.</p>
--	--

Influence: Age Friendly City

<p>The Place Board received a presentation on the Sunderland intention to apply to the World Health Organisation (WHO) to become an Age Friendly City. Place Board advice was sought to seek information, guidance and support in terms of activity in the West that would contribute towards Sunderland's status as an all age-friendly city.</p> <p>The project requires a co-ordinated city-wide approach to tackling the WHO Age Friendly themes across all age groups – the themes are: the built environment, transport, housing, social participation, respect and social inclusion, civic participation and employment, communication, and community support and health services.</p> <p>The Place Board explained that the Area Committee continuously supports the development of Age Friendly City projects such as Dementia Friends Training, Health Champions, Events as well as improvements to local shopping centres and green spaces to improve access.</p>
--

Influence: Public Protection and Regulatory Services (PPRS)

<p>Update on PPRS presented to Place Board in July 2015 to raise awareness of the Service and members continued opportunity to influence and obtain information from the service as required.</p> <p>Board discussed supporting communication to prevent 'scratchers' - illegal tattooists - from operating within the area as well as encourage communities to review the food hygiene ratings of local eating establishments to ensure high standards of food hygiene encouraged within the City. A focused communication campaign to feature within a future edition of Community News.</p> <p>Place Board asked for an update on Test Purchase exercises undertaken to establish which businesses may be selling alcohol to underage young people. The board were updated on test purchases which were completed during the summer (16 in total) and will continue to be kept up to date.</p>

Area Priority: Shopping Centres

<p>Business Support</p>	<p>Pallion Traders - The traders have successfully fundraised, supported by Pallion Councillors to enable Christmas illuminations to be installed in Pallion for the first time this year.</p> <p>The traders have received a detailed presentation on the new Sunderland bridge currently under construction to ensure that the</p>
--------------------------------	--

	<p>local traders maximise opportunities during the construction phase.</p> <p>The traders continue to develop their incredible edible scheme and have recently submitted an application for an It's Your Neighbourhood Award linked to Northumbria in Bloom.</p>
Capital Improvements	<p>Area Committee agreed to financially support capital improvements across local shopping centres in the West. (Item 5)</p> <p>Each ward within the West will identify local shopping centres which require capital improvements. The capital improvements will improve the visual appearance of the shopping centre. As part of the improvement program, Ward members will engage with local traders and community groups to adopt flower planters and maintain them as well as agree to support keeping local centres clean and tidy.</p> <p>The Place Board has also secured Cycle Stands for all local shopping centres and they will be included within any capital development proposals moving forward. This action continues to support the Area Committee's priority to increase cycling and active lifestyles within the area.</p>
Area Priority: Environment and Street Scene	
Walk and Talk Programme	<p>Area Committee agreed to align a further £60,000 (£10,000 per ward) SIB funding to support the delivery of improvements - that are additional to the core offer of the council, identified as part of a Walk and Talk programme at their meeting in June 2015.</p> <p>The programme continues to be incredibly successful and offers the opportunity for ward Councillors to be dynamic, flexible and implement small-scale people and place based projects, which have a huge positive impact on their local communities.</p>
Improving the Environment	<p>Safety Works presented an update to September Place Board in relation to the success of the 2014/2015 programme. 18 West schools attended which equated to 1019 children.</p> <p>The aim of the SAFE programme is to educate children about personal safety whilst raising their awareness regarding anti-social behaviour and crime. An important part of the programme is to raise awareness of the impact their behaviour and actions can have on their own future, and how it can also affect their families as well as the wider community.</p> <p>The Place Board agreed to recommend to Area Committee to fund the transport again for West Schools to attend Safety Works during 2015/2016. (Item 5 Annex 2)</p> <p>The Place Board received an update on the development of a strategic cycle network within the West. Members were particularly keen to be kept up to date on the discussions taking place with Lambton Estates regarding access. The installation of cycle stands within the West shopping centre improvements also supports the improved network – as noted above within the report.</p>

<p>Maximising Greenspace and Improving Derelict Land</p>	<p>Proposals were developed and agreed by Area Committee in October 2014. Funding was allocated to support developments. A tour was held across the West in July 2015 to review the plan and ensure any new sites which required improvement were added to the plan.</p> <p>Work continues to be undertaken with officers, members and partners including the VCS to develop the agreed spaces across the West, to improve the health and wellbeing of residents in the West.</p> <p>2 projects were presented and approved at the Place Boards in July and September - Item 5 Annex 5</p>
<p>West Event 2016</p>	<ul style="list-style-type: none"> • The Place Board discussed the success of the West Event held during May at Barnes Park. • The board discussed the legacy and potential to support another event in 2016, focusing on health and wellbeing and drawing upon the forthcoming Olympics in Rio during 2016. The ideas include: <ul style="list-style-type: none"> • West Carnival Theme – creating a legacy of sport, health and wellbeing in the West of Sunderland. • Celebrate the achievements of the West projects funded by Area Committee. • Three day event again to be held in Barnes Park, Thursday and Friday school programme with Family Fun day/Carnival on the Saturday. • Event steering Group to be established and chaired by the Area Committee Chair • Date of event Thursday 30th June, Friday 1st July and Saturday 2nd July 2016 • The Place Board agreed to submit a recommendation to Area Committee for a West Area Event 2016. (Item 5 Annex 3)

5. Recommendations

- 5.1 Note the content of the report.
- 5.2 Members are requested to consider the progress and performance update with regard to the West Place Board Work Plan for 2015/2016 **Item 2 Annex 1**.
- 5.3 Continue to support the development of Sunderland as an Age-Friendly city.
- 5.4 Consider and agree the recommendation to support the delivery of the Safety Works educational programme across the West schools as described at **Item 5 Annex 2**.
- 5.5 Note the proposals agreed through the small grants process for Maximising Greenspace / Derelict Land activity, as described at **Item 5 Annex 5**.
- 5.6 Consider and agree the recommendation to approve the development of a West Event for 2016, as described at **Item 5 Annex 3**.

Contact Officer: Helen Peverley, West Area Co-ordinator Tel: 0191 561 7532
Email: Helen.peverley@sunderland.gov.uk