

SUNDERLAND NORTH AREA COMMITTEE

6 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

INFLUENCING PRACTICE, POLICY AND STRATEGY

Refreshing North Sunderland 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 consider, 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 North 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 focussed the allocation of its delegated budgets to deliver actions to address those priorities.

2. What residents are telling us?

- 2.1 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 North Area. We can then use this information to help inform decisions and meet local people's needs when planning and agreeing Area priorities.
- 2.2 As a baseline, the information provided by residents in the 2009/2010 Place Survey has been cross referenced with a number of other sources (as listed in the background papers) to identify emerging priority issues for the North area. Initial findings indicate that the priorities for residents in the North area are:
 - Activities for Teenagers
 - Job Prospects
 - Road and Pavement Repairs
 - An attractive cleaner and cared for environment
 - Reducing levels of crime
- 2.3 Activities for teenagers
This has been identified as an emerging priority based upon information already held from residents and partners as detailed below. Further analysis and validation of this information will dictate whether this should be agreed as a priority for the area.
 - In the Castle and Southwick ward the highest number of enquiries made by elected members on behalf of residents related to ASB.
 - ASB was identified as an issue particularly in St Peter's ward.
 - Teenagers hanging around the streets was identified as a priority by residents.
 - Residents identified activities for teenagers need improvement.

- Residents identified activities for teenagers as an element of making an area a good place to live.
- Residents identified the following issues:
 - Teenagers hanging around the streets a top priority for the North area.
 - Castle ward is one of the top 3 wards for young offenders.
 - Downhill has the highest levels of youth related ASB, although this has decreased in the last year.
 - Residents in Sunderland most likely deem ASB to be a problem.
- Young People identified information on Sport and Leisure and the improvements required in this area.
- Satisfaction levels for facilities for young people have increased but remains the lowest of those reviewed.

2.4 Job Prospects

This has been identified as an emerging priority based upon information already held from residents and partners as detailed below. Further analysis and validation of this information will dictate whether this should be agreed as a priority for the area.

- Residents identified Job Prospects as an area that needs most improving
- Residents identified Job Prospects as an element of making an area a good place to live.
- Young people identified work, employment and careers as an area requiring improvement.
- 39.2% of residents aged 16 – 74 in the North area have no qualifications
- The percentage of children living in households dependent upon out of work benefits in the North area is considerably higher than the City in 3 of the 5 wards.
- 21.1% of working age people in the North area are claiming out of work benefits.

2.5 Reducing levels of Crime

This has been identified as an emerging priority based upon information already held from residents and partners as detailed below. Further analysis and validation of this information will dictate whether this should be agreed as a priority for the area.

- A feature of a successful neighbourhood was identified as low crime and fear of crime.
- The percentage of residents worried about, burglary, car crime burglaries/thefts from outbuildings are higher than those for the city.
- The percentage of residents who agree the council/police are dealing with local crime/asb and that the council/police seek people's views on crime/asb is lower than that for the city.
- The percentage of residents who believe that local services are working to make the area safer is lower than that for the city.
- Low levels of crime were identified as an element of what makes an area a good place to live.
- Burglary other than dwelling in the North area is showing a significant increase in both year to date and daily figures.
- Southwick Ward has 1.7 times the average people arrested and charged who live in this ward, with an above average level in Castle and Redhill wards also.
- Redhill has the 4th highest number of offenders on probation living there.
- Southwick has the highest number of deliberate vehicle fires.
- A lack of visible police presence is one of the top reasons to worry in the North area.
- Castle ward is one of the top 3 wards for young offenders.
- Sunderland North has the highest number of racist incidents per BME population.

- Downhill has the highest levels of youth related ASB although this has decreased in the last year.
- Residents in Sunderland North are most likely to deem ASB a problem.
- The percentage of residents who feel safe in their own home at night is lower than the city average.

2.6 Road and Pavement Repairs

This has been identified as an emerging priority based upon information already held from residents and partners as detailed below. Further analysis and validation of this information will dictate whether this should be agreed as a priority for the area.

- Road and Footpath maintenance was one of the most reported issues made by Councillors in the last year on behalf of residents.
- Residents identified a feature of a successful neighbourhood being an attractive and cared for environment.
- Residents feel road and pavement repairs need improvements.

2.7 An attractive, clean and cared for environment

This has been identified as an emerging priority based upon information already held from residents and partners as detailed below. Further analysis and validation of this information will dictate whether this should be agreed as a priority for the area.

- Two of the most frequent enquiries made by Councillors on behalf of residents, was regarding litter and illegal dumping.
- The highest requested services by residents include dumping waste and litter.
- An attractive and cared for environment was identified by residents as a feature of a successful neighbourhood.
- Hotspots for rubbish and litter were identified in the North area.
- Rubbish and litter were identified by residents as a local problem.
- Rubbish and litter lying around was identified as a priority by residents.

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
- Single Works Programme
- East Area Committee's Work Plan 2010-11
- Improvements to the City Centre
- Plans for the Vaux Cite, Crowtree Leisure Centre and the Port of Sunderland
- Attracting more tourists into the City

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 reviewing 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 Sunderland North 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 the LAP. This will include key priorities that will be provided for the Area Committee to agree.
- 4.5 **Stage Three: March-April 2011**
The Draft LAP, including key priorities, will be provided to the Area Committee for agreement. Consultation will be undertaken with a wide range of residents, for example, young and old, from different communities, and interests, to ensure the information collected is unbiased. Key groups to be included in the consultation process and an example of some the groups who may be engaged is detailed in Annex 2. Committee also have an opportunity to review the list of groups and amend as necessary. All elected members will receive notification of meetings held within the North.
- 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.
- 4.6 **Stage Five: May 2011**
The final design to be provided to Elected Members prior to its 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.
- 4.7 **Stage Six: October – November 2011**
Bi-annual performance report presented to Committee, to advise Committee on progress on activity.

5. Recommendation(s)

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: List of Community and Voluntary Groups

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
- Councillor Enquiries to key services 2010
- Area Regeneration Frameworks 2010
- Partnership Strategic Intelligence Assessment
- Annual Residents Survey

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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 up to date on progress via the Area Officer using the following mechanisms:
 - Sunderland website and Area Action Plans
 - Ward e-bulletin and East 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:

Details of Community and Residents Groups within the North.

Listed below are some of the community groups, forums and associations who may be involved in the consultation of the LAP.

North Area

1. Sunderland North VCS Area Network (Representatives attending Area Committee)
2. North Side Initiative
3. Gentoo North Local Customer Panel
4. Gentoo Young Persons Group
5. Sunderland North Family Zone
6. SNCBC
7. SAFC Foundation

Fulwell Ward

25. Fulwell Community Association
26. CEED
27. Fulwell Hard of Hearing and Lip Reading
28. St Benedict's Hospice

Redhill Ward

8. Redhouse Youthies
9. 47th Sunderland Scout Group
10. Redhouse Community Association
11. Redhouse Residents Association

Castle Ward

12. CNAG
13. Town End Farm Residents Association
14. Colliery Media Group
15. HC and TEF Boys and Girls Club
16. Durham Wildlife Trust
17. Friends of Hylton Dene
18. Hylton Castle in the Community
19. Castletown Community Association

Southwick Ward

20. SNYP
21. Southwick Community Association
22. Southwick History and Preservation Society
23. Community Furniture
24. Friends of Fulwell Mill
25. Wearmouth Colliery Welfare
26. Salvation Army
27. SMCT
28. Thompson Park Community Association

St Peters Ward

29. Redby Community Centre
30. St Andrews Sea Scouts Roker
31. Roker Park Bowling Club
32. Salvation Army
33. Springboard Trust