

Sunderland North Priorities Summary

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| Key: Green | Direct priority for Area Committee |
| Yellow | Awaiting further information |
| Blue | Indirect priority. This is still a priority for AC, but services and partners are delivering it as an ongoing initiative. Partners to provide localised information on services and support available delivering against it, identifying any possible barriers, gaps or potential projects. |
| Purple: | Transfer to Theme which has accountability to deliver performance measure |

| 1. Sunderland North a Prosperous Area Summary | |
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| Local priorities from stakeholder events | Identified through residents consultation |
| 1.1 Develop a strong and competitive economy with an enterprising culture 1.1.1 Promote strengths to counter negative images 1.1.2 Attract inward investment 1.1.3 Develop growth sectors e.g Software City | Promote and develop unused business units and attract new businesses Provide more support for local business owners |
| 1.2 Match the supply of labour with demand 1.2.1 Promote training and tackle worklessness 1.2.2 Maximise job opportunities for local people | Support more adults to return to learning and achieve key skills to gain employment Help people get a new or better job by providing suitable work related training courses |

| | | Local priorities identified through Members, Partners and Com. Stakeholder events | Identified through residents consultation | LAP Rank (out of 22) | What residents are telling us through other consultation methods e.g. MORI, Place survey, etc | LAA | Performance measure | Monitoring frequency | Comments | Recommendation |
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| 1. Prosperous | 1.1 Develop a strong and competitive economy with an enterprising culture | 1.1.1 . Promote strengths to counter negative images | Promote and develop unused business units and attract new businesses | 7 | Stakeholder event - The negative image is not only about the physical aspects of the area but also about people and their attitude. LAPS – Sea front improvement could improve economy LAPS – the Roker Retail park site needs urgent improvement - potentially a site for Tesco | NI171 | VAT registration rate | n/a | Need to confirm measure relevant | Indirect priority for Area Committee. Partnership working with Business Investment Team/Business Link. |
| | | 1.1.2 Attract inward investment | | 14 | | Business start up (Local) | Needs setting up as a new indicator as a requirement of WNF, LAA and area plans. | | | |
| | | 1.1.3 Develop growth sectors e.g Software City | | | | | | | | |
| | 1.2 Match the supply of labour with demand | 1.2.1 Promote training and tackle worklessness | Support more adults to return to learning and achieve key skills to gain employment | 13 | Stakeholder event – support people at an earlier age to expect more and take responsibility for achieving goals. Raise aspirations. | NI 163 | Learner enrolments and achievements (local) | Annually | Need to confirm that LSC can provide | Direct priority for Area Committee. Support Working Neighbourhood Strategy and Job Linkage and enhance service delivery where appropriate. |
| | | 1.2.2 Maximise job opportunities for local people | Help people get a new or better job by providing suitable work related training | 8 | Stakeholder event – there is a role for VCS to work in partnership with statutory providers to meet need of local people LAPS – need more information for job seekers | NI151 | Working age population qualified to at least level 2 | Annually | Need to check appropriate to use at local level | |
| | | | | | | NI152 | Overall employment rate | Quarterly | | |

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| 2. Sunderland North a Learning Area Summary | |
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| Local priorities from stakeholder events | Identified through residents consultation |
| <p>2.1 Develop everyone's knowledge and skills</p> <p>2.1.1 Access to educational opportunities for everyone including those who learn for fun</p> <p>2.1.2 Promote 'Family of Schools' principle – a collaborative approach</p> <p>2.1.3 Adult learning opportunities at all levels</p> <p>2.1.4 Raise skills levels and aspirations</p> | <p>Do more to ensure health and emotional wellbeing of children and young people</p> <p>Encourage young people to continue into further education</p> |
| <p>2.2 Provide all children and young people with the best preparation for adult life</p> <p>2.2.1 Improved attainment at Key Stage 2 and Key Stage 4</p> <p>2.2.2 Improve and increase Children's Centres</p> <p>2.2.3 Improve parks and play facilities</p> <p>2.2.4 Decrease number of young people NEET (Not in Education, Employment or Training)</p> | <p>Better support for young people e.g. more youth and play services</p> |

| | | Local priorities identified through Members, Partners and Com. Stakeholder events | Identified through residents consultation | LAP Rank (out of 22) | What residents are telling us through other consultation methods e.g. MORI, Place survey, etc | LAA | Performance measure | Monitoring frequency | Comments | Recommendation |
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| 2. Learning | 2.1 Develop everyone's knowledge and skills | 2.1.1 Access to educational opportunities for everyone including those who learn for fun | Do more to ensure health and emotional wellbeing of children and young people | 18 | LAPS – senior citizens would like leisure education opportunities | | | | | Indirect priority for Area Committee. Partnership working with Children's Services, schools, colleges and learning providers. |
| | | 2.1.2 Promote 'Family of Schools' principle – a collaborative approach | Encourage young people to continue into further education | 12 | LAPS – adult learning opportunities should also be provided at weekends | | | Annually | | |
| | | 2.1.3 Adult learning opportunities at all levels | | MORI - Residents in Sunderland North are more dissatisfied with community IT facilities than other areas of the City | | Learner enrolments and achievements (local) | Annually | | | |
| | | 2.1.4 Raise skills levels and aspirations | | LAPS – people talk Sunderland down, we need to raise expectations | NI161 | Learners achieving level 1 in literacy | Annually | | | |
| | | | LAPS – help people find jobs and training | NI162 | Learners achieving level 3 in numeracy | | | | | |

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| 2. Learning | 2.2 Provide all children and young people with the best preparation for adult life | 2.2.1 Improved attainment at Key Stage 2 & Key Stage 4 | Better support for young people e.g. more youth and play services | 4 | MORI – residents in Sunderland North are more dissatisfied with services that help families with under 5's than in other areas of the City LAPS – family education and family support is needed. LAPS – there needs to be more for children and young people such as football pitches LAPS – lack of youth provision across the Monkwearmouth and Roker area | NI90 | Range of statutory attainment measures | Annually | | Direct priority for Area Committee. Work with existing service providers to identify and fill gaps in provision for young people. |
| | | 2.2.2 Improve and increase Children's Centres | | | | | Take up of 14-19 learning diplomas | Annually | | |
| | | 2.2.3 Improve parks and play facilities | | | | | Delivery of Sure Start Childrens Centres | Annually | | |
| | | 2.2.4 Decrease number of young people NEET (Not in Education, Employment or Training) | | | | | 16 to 18 year olds who are not in Education, Employment or Training | Quarterly | | |
| | | | | | | NI117 | Participation of 17 year olds in education and training | Annually | | |

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| 3. Sunderland North a Safe Area Summary | |
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| Local priorities from stakeholder events | Identified through residents consultation |
| 3.1 Reduce crime, disorder and substance misuse 3.1.1 Reduce crime and fear of crime 3.1.2 Tackle hotspots of youth disorder and alcohol related disorder 3.1.3 Reduce criminal damage | More Police or Community Support Officers on the streets Target crime hotspots |
| 3.2. Reduce anti-social behaviour and perceptions of it 3.2.1 Address issues of domestic violence 3.2.2 Tackle anti-social behaviour | Reduce anti-social behaviour, including tighter control on sales and access to alcohol |

| | | Local priorities identified through Members, Partners and Com. Stakeholder events | Identified through residents consultation | LAP Rank (out of 22) | What residents are telling us through other consultation methods e.g. MORI, Place survey, etc | LAA | Performance measure | Monitoring frequency | Comments | Recommendation | | |
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| 3. Safe | 3.1 Reduce crime, disorder and substance misuse | 3.1.1 Reduce crime and fear of crime | More Police or Community Support Officers on the streets | 3 | Stakeholder event – more accurate, up to date info on crime rates should be available | NI16 | Total Crime | Quarterly | | Direct priority for Area Committee. Work with relevant agencies to identify projects to complement current services. | | |
| | | 3.1.2 Tackle hotspots of youth disorder and alcohol related disorder | | 9 | | | MORI – 4 out of 5 residents in Sunderland North say they generally feel safe in Sunderland | Fear of Crime | | | Annually | |
| | | 3.1.3 Reduce criminal damage | Target crime hotspots | LAPS – there should be wardens to keep the area tidy | Serious acquisitive crime | | Quarterly | | | | | |
| | 3.2. Reduce anti-social behaviour and perceptions of it | 3.2.1 Address issues of domestic violence | Provide support to victims of domestic violence | 19 | LAPS – crime in the local area has increased. Need to tackle | | | | | | | Direct priority for Area Committee. Work with various agencies to identify and fill gaps/enhance service provision. |
| | | 3.2.2 Tackle anti-social behaviour | Reduce anti-social behaviour, including tighter control on sales and access to alcohol | 2 | LAPS – need tighter controls on use of drugs. | Anti social behaviour incidents | Quarterly | | | | | |
| | | | | | Perceptions of anti social behaviour | Bi-annually | | | | | | |

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| 4. Sunderland North a Healthy Area Summary | |
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| Local priorities from stakeholder events | Identified through residents consultation |
| 4.1 Increase life expectancy 4.1.1 Holistic approach to health deprivation | Make it easier for people to get information about major issues including, obesity, stopping smoking, cancer and cardiovascular disease |
| 4.2. Identify health risks and enable the maintenance of health and wellbeing 4.2.1 Improve overall service delivery | Make it easier to access health services e.g. GP and hospital appointments Provide better support for older people |
| 4.3. Reduce lifestyle options with a clear link to poor health 4.3.1 Prevention and rehabilitation regarding mental health, drug and alcohol issues 4.3.2 Address health issues caused by tobacco, alcohol and obesity | Provide better support for people with alcohol and drug addictions Provide more opportunities for people to take part in sport and exercise |
| 4.4. Improve the emotional health and wellbeing of children 4.4.1 Community access to wellness 4.4.2 Improve health education – use local schools and community groups | Do more to ensure health and emotional wellbeing of children and young people |

| | | Local priorities identified through Members, Partners and Com. Stakeholder events | Identified through residents consultation | LAP Rank (out of 22) | What residents are telling us through other consultation methods e.g. MORI, Place survey, etc | LAA | Performance measure | Monitoring frequency | Comments | Recommendation |
|-----------|--|---|---|----------------------|--|--|---|--|---|---|
| 4 Healthy | 4.1 increase life expectancy | 4.1.1 Holistic approach to health deprivation | Make it easier for people to get information about major issues including, obesity, stopping smoking, cancer and cardiovascular disease | 20 | LAPS – improve support for those with special needs and health issues. Stakeholder event – more health education, including sexual health, required | NI137 NI119 NI121 NI122 | Life expectancy (local) Self reported measure of people’s overall health and wellbeing Mortality rate from circulatory diseases Mortality rate from cancer | Bi-annually Bi-annually Annually Annually | Slow moving PI – time lag of approx 14 months | Direct priority for Area Committee. Work with existing health services to enhance delivery at a local level. |
| | 4.2 Identify health risks and enable the maintenance of health and wellbeing | 4.2.1 Improve overall service delivery | Make it easier to access health services e.g. GP and hospital appointments Provide better support for older people | 11 10 | LAPS – older people find it difficult to access some health services LAPS – more things for older people to keep them active | | | | | Indirect priority for Area Committee. Partnership working via relevant agencies to keep AC informed of services and progress. |

| | Local priorities identified through Members, Partners and Com. Stakeholder events | Identified through residents consultation | LAP Rank (out of 22) | What residents are telling us through other consultation methods e.g. MORI, Place survey, etc | LAA | Performance measure | Monitoring frequency | Comments | Recommendation |
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| 4 Healthy 4.3 Reduce lifestyle options with a clear link to poor health | 4.3.1 Prevention and rehabilitation regarding mental health, drug and alcohol issues | Provide better support for people with alcohol and drug addictions | 22 | Stakeholder event – it should be clear how to access drug and alcohol support or treatment agencies. It is confusing to know where to start. | NI39 | Alcohol related hospital admissions | Quarterly | | Indirect priority for Area Committee. Partnership working via relevant agencies to keep AC informed of services and progress. |
| | 4.3.2 Address health issues caused by tobacco, alcohol and obesity | Provide more opportunities for people to take part in sport and exercise | 17 | Stakeholder event – work with young families – stop cultural issues and learned behaviour around smoking and drinking LAPS – provide more leisure services for older people | NI123 | Stopping smoking | Quarterly | | |
| 4.4 Improve the emotional health and wellbeing of | 4.4.1 Community access to wellness | Do more to ensure health and emotional wellbeing of children and young people | 18 | MORI – residents in Sunderland North are more satisfied with sports facilities in parks than those living in other parts of the City | | Numerous social care statistics – need more specifics | | | Direct priority for Area Committee. Work with existing health services to enhance delivery at a local level |

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| | 4.4.2 Improve health education – use local schools and community groups | | | | | | | | |
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| 5. Sunderland North an Attractive and Inclusive Area Summary | |
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| Local priorities from stakeholder events | Identified through residents consultation |
| 5.1. Ensure sufficient type, price and location of housing 5.1.1 Improve access to housing 5.1.2 Progress housing redevelopment and regeneration 5.1.3 Regulation of private landlords | Invest more in housing programmes and bring empty properties back into use Encourage more private landlords to become registered |
| 5.2. Support sustainability through consumption and development 5.2.1 Develop Coast to Coast route and improve Sea Front 5.2.2 Progress new bridge across Wear to improve transport links 5.2.3 Develop St Peter's Riverside and the River Corridor 5.2.4. Address environmental issues/overgrown and run- down land 5.2.5 Progress investment and renewal plans for the area | Improve public transport links, cycle routes and pathways Make more of key attractions and attract more visitors to the City Make streets more attractive, landscaping rundown areas, removing litter and graffiti |
| 5.3. Develop confident communities with mutual support, trust and respect 5.3.1 Provide support to victims of crime 5.3.2 Use multi-agency approach to promote respect and cohesion | Give more support for community networks and forums and Neighbourhood Watch Schemes |

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| 5 Attractive and Inclusive | 5.1 Ensure sufficient type, price and location of housing | 5.1.1 Improve access to housing | Invest more in housing programmes and bring empty properties back into use | 5 | LAPS – Metro users parking on the streets in is a problem | NI155 | Number of affordable homes delivered | Quarterly | | Indirect priority for Area Committee. Partnership working with HHAS, Gentoo etc.. | |
| | | 5.1.2 Progress housing redevelopment and regeneration | | | LAPS – more new housing is required in the Southwick area | NI154 | Net additional homes provided | Quarterly | | | |
| | | 5.1.3 Regulation of private landlords | | Encourage more private landlords to become registered | 21 | Stakeholder event – private landlords/tenants cause problems | NI159 | Supply of ready to develop housing sites | | | Quarterly |
| | | Stakeholder event – neighbourhood agreements are a way forward | | | Empty properties back into use (local) | Quarterly | | | | | |
| | 5.2.1 Develop Coast to Coast route and improve Sea Front | Improve public transport links, cycle routes and pathways | 15 | | LAPS –Seafront needs to be developed – more toilets needed. | | | | | | Direct priority for Area Committee. A range of initiatives could be developed to support existing services. |
| | 5.2.2 Progress new bridge across Wear to improve transport links | Make more of key attractions and attract more visitors to the City | 6 | | Stakeholder event – lack of public transport | | | | | | |
| | 5.2.3 Develop St Peter's Riverside and the River Corridor | | | LAPS – need wardens on the streets | | | | | | | |
| | 5.2.4 Address environmental issues/overgrown and run- down land | Make the streets more attractive, landscaping rundown, | 1 | MORI – residents in Sunderland North are more dissatisfied with refuse collection than | | | | | | | |

| | | 5.2.5 Progress investment and renewal plans for the area | | | | | | | | |
|-----------------------------------|---|--|---|-----------------------------|--|------------|----------------------------|-----------------------------|-----------------|---|
| | | Local priorities identified through Members, Partners and Com. Stakeholder events | Identified through residents consultation | LAP Rank (out of 22) | What residents are telling us through other consultation methods e.g. MORI, Place survey, etc | LAA | Performance measure | Monitoring frequency | Comments | Recommendation |
| 5 Attractive and Inclusive | 5.3 Develop confident communities with mutual support, trust and respect | 5.3.1 Provide support to victims of crime | Give more support for community networks and forums and Neighbourhood Watch Schemes | 16 | <p>LAPS – zero tolerance on bullying</p> <p>Stakeholder event – expand the role of victim support agencies</p> <p>Stakeholder event – more emphasis needs to be placed on respect, values and citizenship</p> <p>Stakeholder event – Community Land Trust is an option to empower local people</p> <p>Stakeholder event – stereotypes should be challenged and good news promoted.</p> | | | | | Direct priority for Area Committee. Partnership working to develop inclusive, sustainable and cohesive communities. |
| | | 5.3.2 Use multi-agency approach to promote respect and cohesion | | | | | | | | |