

SUNDERLAND EAST AREA COMMITTEE

10 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

INFLUENCING PRACTICE, POLICY AND STRATEGY

Refreshing Sunderland East 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 to March 2011. To support Committee throughout this process information has been provided on four main elements; what people are telling us, developments to be aware of, 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, resulting in the development of the East 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 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 resident's 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 Sunderland East?

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 East 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 info below) to identify emerging priority issues. The initial findings would indicate that the priorities for Sunderland East are:

1. Activities for teenagers
2. Tackling crime
3. Cleaner and greener streets

The following information focuses on the top three priorities for the East area: Activities for teenagers; tackling crime and providing cleaner and greener streets, looking at resident's feedback and key facts about each issue.

2.4 What does this mean for Sunderland East, activities for teenagers?

By analysing the information provided by residents, the Committee is able to understand what elements of activity for teenagers need to be considered if this is chosen as a priority. Issues to consider include:

- There is a high 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 Sunderland East Committee as part of the 2010/11 work plan

2.5 What does this mean for Sunderland East when tackling crime?

By analysing the information provided by residents, the Committee is able to understand what elements of crime need to be considered if Crime is chosen as a priority. Issues to consider where evidence shows action is required are:-

- Burglary, now showing an increasing trend.
- ASB, now showing an increasing trend.
- Most serious violent crime and violent crime, now showing an increasing trend.
- Hate and victimisation crime.
- Perception level of crime, now showing an increasing trend.

Issues to consider where only residents have a perception that action is required are:-

- Speeding or dangerous driving and inconsiderate parking.
- Noise from local pubs/clubs
- Car crime (no increase shown).
- Criminal damage (no increase shown).
- Primary and secondary fire (no increase shown).

2.6 What does this mean for Sunderland East and cleaner streets?

By analysing the information provided by residents, the Committee can determine what elements of the priority should be identified in the work plan. Issues to be considered are:-

- Rubbish and litter lying around
- Refuse collection
- Doorstep re-cycling
- Noise pollution
- Graffiti
- Animal fouling

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;

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

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 2010, 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 Sunderland East 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 agree.
- 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. Key groups to be targeted are 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 East.
- 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 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.

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:

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

Annex 1: Terms of Reference

Annex 2: Overview of community/resident groups in the East

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
- Area Regeneration Frameworks 2010
- Residents Survey 2010

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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 and will include: (names of Councillors, LSP representatives, officers, 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, 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 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:

Overview of Community and Residents Groups within the East.

An overview has been conducted to discover which groups exist within the area, in particular, groups or networks who share a common goal to improve their neighbourhood or area, looking at estate problems associated with housing, safety and environmental issues. The following information provides an overview of what structures, forums, associations and friends groups operate across an East area, and where possible, at a ward level.

East Area

1. Sunderland East VCS Area Network
(Representatives attending Area Committee)
2. Sunderland East Area Forum
3. Sunderland East Youth Parliament

Doxford Ward

4. Box Youth Project
5. Croftside House Residents Groups
6. Doxford Community Association
7. Doxford Park Estate Forum
8. Doxford Police and Community
Acting Together (PACT)
9. Friends of Blayney Woods
10. Friends of Doxford Park
11. Sunderland South Area Forum

Hendon Ward

12. 3L's Residents' Association
13. D'Arcy Court Residents' Association
14. East Community Association
15. Friends of Mowbray Park
16. Friends of Barley Mow and
Backhouse Park
17. Hedworth Court Residents'
Association
18. Hendon PACTs
19. Hendon Young People's Centre
20. Sans Street Youth and Community
Centre
21. South Durham Court Residents'
Association
22. Young Asian Voices

Millfield Ward

23. City Centre Residents' Association
24. Deptford and Millfield Community
Association
25. Lambton Street Youth Centre
26. Millfield PACTs
27. Thornholme Residents Association

St Michaels Ward

28. Ashbrooke Residents' Association
29. Blue Watch Youth Project
30. Friends of Barley Mow and
Backhouse Park
31. Grangetown Community Association
32. St Michaels PACTs

Ryhope Ward

33. Ryhope Community Association
34. Ryhope Community Forum
35. Ryhope Development Trust
36. Ryhope PACTs