

Sunderland West Area Committee

30th June 2010.

Report of the Chief Executive

Community Action in the West – Identifying New Issues and Agreeing Actions (2010/11 Work Plan)

1. Why has it come to Committee?

- 1.1. At its meeting in April 2010, the Committee agreed the report 'Towards a new work plan', which discussed and agreed the principle of up to six priorities, to include Responsive Local Services, to form the 2010-11 work plan. Area Committee then agreed those priorities at its meeting of the 26th May 2010.
- 1.2. In addition to agreeing the new work plan and priorities, Area Committee also agreed new governance processes which have resulted in a new agenda format which allows the Area Committee to identify links between issues and activity. This process provides robust data and evidence with regard to issues, performance management information and streamlines the reporting processes.
- 1.3. The Community Leadership Programme has also consolidated this approach by working with Members to embed mechanisms which improve their capacity to operate as effective community leaders developing a longer term vision for their area and promoting quality of life improvements in support of this.
- 1.4. West Area Committee has agreed to focus its efforts where they can make a real difference and have identified six key priorities:
 - Environmental and street scene improvements, including shopping centres
 - Health and well being; focussing on areas of concern and risk taking lifestyle behaviour
 - Traffic and parking
 - Child poverty
 - Responsive Local Services
 - Identify gaps in youth and play provision.

It was also recognised there will be the need to consider other cross cutting areas of work, for example, equality and inclusion and anti social behaviour, whilst delivering against those priorities. Please refer to **Annex 1** for supporting evidence and data, proposed options and the recently identified local impact issues, which Area Committee has the capacity to address.
- 1.5. Three 'Local Task and Finish Groups' have been established: Environment and Street Scene; Health and Well Being; Traffic and Parking. With regards to Child Poverty, the focus of Area Committee work will be to receive reports and influence the strategy as it develops across the City. Responsive Local Services will continue to present service performance for neighbourhood services to Area Committee. Youth and Play will be reported to committee as

the neighbourhood review of services progresses. These groups will report through Item 3 on this agenda with regard to proposed focus, activity and options for delivery.

- 1.6 During the 2009/10 Council year, each Area Committee conducted a time-limited pilot arrangements for questions received from members of the public. Experience across the five committees was variable, with one committee receiving seven questions, while others received between none and four. West Committee received one question. From the questions received it has been demonstrated there is a need to ensure that Committee time is dedicated to dealing with questions that affect groups of residents, while using other mechanisms to resolve more specialist issues, for example those that affect only an individual. In the light of this, a mainstreaming of questions to the Committee is proposed from July 2010. Residents' questions to the Committee will form an information stream within 'Community Insight' element on item 2 of the agenda. Considering these together with information from a range of other sources and information streams will provide the Committee with a rounded view of current and emerging community priorities. This will allow the Committee to prioritise areas for Members' attention and target Committee action, based on improved intelligence about issues current in the community

2. Performance Management

- 2.1 14 new issues have been identified since the last meeting - see Annex 1. The following data sources have been utilised:

1. Environment and Street Scene	Mosaic Data, Ward Visits, Local Multi Agency Problem Solving groups, Index of Multiple Deprivation, Member's queries, customer feedback
2. Health and Well Being	Public Health Annual Report, Ward Visits, Area profiles, IMD, Mosaic data
3. Traffic and Parking	Member's queries, customer complaints,
4. Responsive Local Services	Issues Log, Members Queries
5. Child Poverty	City draft Strategy
6. Youth and Play	Service scoping document

3. Progress Report 2010/11 Action Plan Ref Annex 1

- Environment and Street Scene: The Task and Finish Group has met once and is proposing to initiate a first phase of projects to ensure environmental impact and improvements. Should committee agree the principle of these projects, it is proposed to utilise emergency funding protocols should the need for additional resources be identified. The first phase environmental impact projects proposed are :
 - Pallion shopping area and immediate surrounds;
 - Thorney Close shopping and central area;
 - A programme of tree planting.
- Health and Well Being: Profiles are being compiled for the area and the Task and Finish Group will meet in July to formulate proposals for a programme of

work to September Area Committee. The intention is to develop a local Joint Area Needs Assessment to engage with the community and as a framework to deliver services.

- Traffic and Parking: The Task and Finish Group has met and identified major areas of concern. Proposals for projects will be presented to September Area Committee. Feedback is required from committee as to major 'hotspots' in wards. The Group will meet again in July to look at hotspots and measures to alleviate them. Measures being looked into are:
 - Enforcement
 - Investigate cost of additional area specific enforcement officer;
 - Ask the Chief Constable to allow Community Support Officers to issue parking tickets;
 - Joint police/parking enforcement activity
 - Incurtilage parking schemes
 - Traffic calming
 - School travel plans and car sharing
 - Illegal lorry parking.
- Responsive Local Services are designed to:
 - Increase levels of resident satisfaction through providing services that are responsive to community needs and effectively communicating improvements
 - Tailor services in recognition of differing area/locality circumstances either through local problem solving or adapting service standards
 - Recognise and enhance the community leadership role of elected members.

The initial scope of RLS focused upon five discrete service areas of Litter, Graffiti, Refuse, Grass Cutting and Dog Fouling. The next wave of services to be included are under review, however it is anticipated that enforcement will be included. The analysis was completed in June and the next wave will be confirmed in July 2010.

Although the target services within the scope of RLS remain a priority in terms of tailoring, the problem solving element of project does not exclude other issues being addressed that arise from the information presented to members at each committee.

- Child Poverty – A city wide strategy document is currently out for consultation. There will be a short presentation under agenda item 4, asking the committee's views on the West area's needs.
- Youth and Play – A scoping document is to be prepared outlining all services and gaps in provision. A further report will be provided to September's committee.

4. Recommendations/Options

Members are requested to:

1. Note the contents of this report
2. Note that performance data relating to new issues raised will be evidenced through Customer Insight information from September 2010

3. Agree the proposals of the Environment and Street Scene Task and Finish Group
4. Agree the proposals regarding the Health and Well Being Task and Finish Group
5. Agree the proposals of the Traffic and Parking Task and Finish Group.

5. Background papers

- 5.1 Annex 1: Community Action: New Issue
- 5.2 West Local Area Plan

6. Contact Officer

Richard Parry, Area Officer for Sunderland West.
Tel: 0191 561 1217
Richard.parry@sunderland.gov.uk