

PLACE PRIORITIES

	Area Priority	Action	Progress
1	Influence core service delivery for council Place Services	Local Services – performance management of Local Services standards 2017/2018 for the West, as agreed at April 2017 area committee	To be monitored at Place Board quarterly.
		Continue to influence the development of the core strategy, and future land use in the West	
		To influence Highways Maintenance Programme at an area level for inclusion in the Capital Programme 2018/2019	
		Public Protection and Regulatory Services (PPRS) - ensure all Councillors receive Licensing and PPRS awareness training and are introduced to the Area Rep from PPRS for the West (Tom Terrett)	
2	Supporting Local Shopping Centres	Encourage local maintenance, improving cleansing through campaigns and events and try to increase footfall through innovative approaches	
3	It's your Neighbourhood – Sunderland West in Bloom	Roll out the It's your Neighbourhood RHS In Bloom programme to a community group in each ward and promote to ensure maximum take-up and use of available growing spaces. Encourage private sector partners to support wherever possible, through sponsorship and signage	Pallion, St Annes and Silksworth in-bloom groups currently preparing for their RHS judging visit - which will take place on Tuesday 25th July.

4	Develop a programme of community clean-up activities, targeted communication campaigns and love Sunderland events to change behaviours, to improve neighbourhoods and reduce litter	Walk and Talk activities – mobilising communities, local businesses and schools to take sustainable action to support and enable local delivery of services, changing behaviours to reduce the amount of litter being dropped and rubbish being fly-tipped	On-going
		Use of local intelligence to support enforcement activities to reduce fly-tipping, including the installation of additional CCTV cameras at key hotspot areas	Discussion held at April Place Board. Agreed to monitor success of use of Vipa CCTV cameras, which have been procured within the East of Sunderland. Place Board to review during their meeting in October.
		Utilise former SRB signage across the West area to promote 'keep Sunderland/your neighbourhood tidy' messages. Ensure clean-up activities and regeneration activities undertaken by the Area Committee and local VCS are promoted to ensure West communities are aware	
5	Delivery of the Science, Engineering and Environment (SEE) Event in Barnes Park – 29th, 30th June and 1st July 2017	Deliver event safely and effectively with maximum capacity achieved for school visit days and family fun day	Planning well underway for delivery of a safe and successfully well attended event.
6	Ensure West communities are involved in and benefit from the Tall Ships Races which take place during 2018 (as outlined at March Area Committee)	Support six Sail Training Ambassadors for the West (one per ward). Deliver a large-scale Tall Ships themed event within the West in 2018.	Recommendation to be presented to June Area Committee to fund six Sail Training Ambassadors and also to fund a large-scale Tall Ships themed event in Barnes Park during 2018.