

Annex 1 – Sunderland East Area Committee - 29 June 2009

Chair: Cllr Wares

Vice Chair: Cllr Ball

Core Officer Support: ALE: Phil Barrett

ARO: Nicol Trueman

DSO: Matthew Jackson

1. Sunderland East a Safe Area Summary

Local priorities identified through Stakeholders events	Who should be involved in?
<p>1.1 Reduce ASB crime, disorder and substance misuse 1.1.1 Make it more difficult for people to access alcohol; i.e. restricting hours of sale; deliver a united front on enforcement by working together to tackle it i.e. trading standards, police, etc tailoring services to hit known hotspots. Collectively target crime hotspots and anti social behaviour, this includes hate crimes covering BME groups, homophobic and domestic violence related incidents. 1.1.2 Police presence makes a massive difference, both to the fear of crime and also to tackle crime. We need to market the presence of police.</p>	<p>Partners Northumbria Police Safer Sunderland Partnership Sunderland City Council Health, Housing and Adult Services Community and Cultural Services Safer Sunderland Team Chief Executives</p>
<p>1.2 Reduce perceptions of ASB 1.2.1 Deliver a cohesive marketing strategy to address the fear of crime. 1.2.2 We should change negative perceptions of young people, by celebrating achievements and positive behaviour, including their relatives.</p>	<p>Partners Northumbria Police Sunderland City Council Children Services Corporate Communications Safer Sunderland Team</p>
<p>1.3 Confident communities with mutual support, trust and respect 1.3.1 Tailoring services, dealing with local problems: Secondary fires (wheelie bins), graffiti, fly tipping and dog fouling.</p>	<p>Partners Tyne and Wear Fire Brigade Sunderland City Council Community and Cultural Services</p>

		Agreed priorities to target in the next 12 months	Performance measure	Target and data level i.e. ward, city	Comments	Current activity (day to day services)
1. Safe	1.1 reduce crime, disorder and substance misuse	<p>1.1.1 Reduce anti social behaviour, including tighter control on sale and access to alcohol. Make it more difficult for people to access alcohol; e.g. restricting hours of sale; prices; deliver a united front on enforcement by working together to tackle it i.e. trading standards, police, etc tailoring services to hit known hotspots.</p> <p>Collectively target crime hotspots and anti social behaviour, this includes hate crimes covering BME groups, homophobic and domestic violence related incidents.</p> <p>Local solutions to local problems</p>	<p>Perceptions of anti social behaviour (NI17)</p> <p>Young people hanging around on streets</p> <p>Rubbish and litter lying around</p> <p>People being drunk or rowdy in public spaces</p> <p>Rates of ABS recorded</p> <p>Crime rate (all crimes) per 1000 populations</p>	<p>NI – City</p> <p>Place survey City</p> <p>Place survey City</p> <p>Place survey City</p> <p>Foot beat level</p> <p>Area level from Aug 09</p>	<p>Should be able to measure enforcement activity but the data may be too sensitive to break down to area level.</p> <p>Slow moving PIs actions will need to be focussed and measurable to demonstrate interim improvement.</p> <p>Further advice needed on the current residents associations and neighbourhood watch scheme.</p> <p>Healthy thematic board have recently approved an Alcohol Strategy for the city.</p> <p>City centre management, encouraging city bars to sign up to ‘best bar none’ schemes which encourage quality standards mark for customer care, potential to roll out?</p> <p>Healthy thematic board have recently approved an Alcohol Strategy for the City.</p>	<p>Retailer Education Information Pack</p> <p>a) Guidance to trader on underage sales. b) Training guide and record for staff. c) Refusals register.</p> <p>Specific visits to retailers on basis of complaints re: lack of control on selling alcohol; Intelligence led enforcement action taken against retailers who do not adhere to the law and regulations; Test purchase exercises with child volunteers. Monitoring of licence conditions; (Licensing Act Responsible Authorities Group) LARAG; 21+ Scheme, Best Bar None Scheme</p> <p>LMAPs (3 in the East)</p> <p>Delivery of the Youth Crime Action Plan Diversionsary Activities.</p> <p>Independent Domestic Violence Advisors (IDVA).</p> <p>Safer Homes Initiative</p> <p>Neighbourhood Police Teams</p> <p>Taxi Marshalling Scheme, Pub watch and pilot of use of polycarbonate glasses schemes (City Centre)</p> <p>Policing Pledge (Community Police Forum and Police and Community Together PACT meetings)</p> <p>Alcohol Strategy and Alcohol Treatment Plan.</p>
		<p>1.1.2 More police or community safety officers on the streets</p> <p>Police presence makes a massive difference, both to the fear of crime and also to tackle crime. We need to market the presence of police.</p>	<p>ABS statistics</p> <p>Levels of alcohol related disorder</p> <p>Fear of Crime</p>	<p>Local –city</p> <p>Local – city</p> <p>Place survey – area</p>		

1. Safe		1.2 reduce anti social behaviour and perceptions of it		Agreed priorities to target in the next 12 months	Performance Measure	Target and data level i.e. ward	Comment	Current activity (day to day services)
				<p>1.2.1 Deliver a cohesive marketing strategy to address the fear of crime.</p> <p>Consider information available to identify why people feel safe in some areas which have relatively high crime statistics and why others don't feel safe in areas that have low crime statistics.</p>	<p>Perceptions of anti social behaviour</p> <p>Repeat incidents of domestic violence</p> <p>Northumbria police have a special unit to handle domestic violence.</p>	<p>NI17 – City</p> <p>NI32 – City</p>	<p>The projects are visual and will engage with local residents.</p> <p>Good news can be use to challenge the fear of crime and encourage people to feel as if they have influenced decision making in their area, in addition to been proud and increase volunteering opportunities.</p> <p>MORI Area: over half the resident who were asked, say they are kept at least fairly well information about the services and benefits the Council provides.</p> <p>MORI: City wide: Almost 2 in 5 residents agree that the council is to remote and impersonal.</p> <p>MORI: City wide: 53% of residents feel the council keep them well informed about services and benefits.</p> <p>MORI: Citywide: 2 in 5 residents agree that the council asks for the views of local people, 1 in 4 agree that it listens.</p> <p>WWIN are locally based</p>	<p>Ongoing Marketing and communication campaigns via Safer Sunderland Partnership.</p> <p>Safer Sunderland Partnership TV network (SSPTV).</p> <p>Bi-annual fear of crime survey.</p> <p>Being and Feeling Safe and Secure strategy.</p> <p>XL Youth Villages</p> <p>Family Pathfinder</p> <p>Parenting Programmes</p> <p>Wear Kids</p> <p>Positive Futures social inclusion programme</p>
		<p>12.2 We should change negative perceptions of young people, by celebrating achievements and positive behaviour, including their relatives.</p>						

1 Safe		1.3 Building an atmosphere of mutual support, respect and trust		Agreed priorities to target in the next 12 months	Performance measure	Target and data level i.e. ward	Comments	Current Activity (day to day services)
				1.3.1 Make the streets more attractive, landscaping rundown areas, removing litter and graffiti	Improved street and environmental cleanliness	NI195 Area	MORI: Area residents are less positive than other about grass cutting of open spaces.	Enforcement Officers carry mobile phones and report environmental crime and environmental issues directly to the Customer Contact Centre for action.
				Tailoring services, dealing with local problems: Secondary fires (wheelie bins), graffiti, fly tipping, noise pollution, and dog fouling, all environmental issues..	Satisfaction with street cleanliness	Place Survey-Area	Reduction of alcohol use and smoking would assist TWFRS in the reduction of accidental dwelling fires associated with these causes (connection needs to be made with Healthy theme.)	Gentoo continue to take action against their residents who cause ASB or who breach environmental standards. Phoenix Project, Phoenix Advanced and Parenting scheme. Princes Trust projects from TWFB Young Fire fighters Association Communication between Gentoo, TWFRS and Northumbria Police in relation to unoccupied properties. This facilitates partnership working to try and reduce these incidents and costs to the community. Delivery of Home Fire Safety Advice on a day to day basis. City wide Strategic Investment Plan for fly tipping and litter hotspots and specific site clean ups relating to local cycle paths.

Priority	Proposals		
	Short term (immediate action, within 3 months)	Medium term (between 3-12 months)	Long term (1 year +)
1.1.1 ASB	<p>1. Improved intelligence sharing with partners, Police, Gentoo, Environmental Enforcement Officers and Councillors (LMAPs and joint meetings)</p> <p>2. Neighbourhood Fire Team to provide information on secondary fire (wheelie bins) directly to Environmental Services (TWFB)</p> <p>3. Area Committee to support the development of the Alcohol Awareness campaign, delivered by the TPCT delivered throughout July 09. Suggestions to come forward from members of Area Committee. (AC)</p>	<p>4. Area Committee to identify hotspots or areas of concern around illegal sales of alcohol, to enable targeted bottle tracing exercises and test purchase exercises to be completed with child volunteers refer information to LARAG. Use of licence reviews where appropriate to impose new condition. (LARAG)</p> <p>5. TWFB to work closely with CCS Enforcement Officers to tackle wheelie bin fires. Considerations to be given around piloting a project to reduce wheelie bin fires in hotspot areas. (TWFB & CCS)</p> <p>6. TWFB to consider the feasibility of introducing a dedicated Arson and Task Force worker for the East area, (TWFB/ARO)</p> <p>7. Increase the profile of Community Safety Days across the area, via use of a mobile bus (SSC, Gentoo, TWFB and N.Police via LMAPs)</p> <p>8. Consider development of a 'Name the Tag' project, to reduce graffiti across the area. (LMAPs)</p>	<p>9. Investigate and feedback on possible escalation to Scrutiny. Review of licences procedure to off licence to impose new condition, where possible. Make it more difficult for people to access alcohol; restricting hours of sale; limited amount of licenses per community/per population. (ALE/relevant Chief Officer)</p> <p>10. To work with engagement and motivating team (Turning Point, gateway to drug & alcohol services) to identify and target hot spot areas in conjunction with local GPs, youth agencies and police (possible outreach work). (HHA)</p>
1.1.2 Police on the streets	<p>11. Promote and encourage attendance of local people at PACT meetings (police and communities together) (N.Police and ARO)</p>	<p>12. Each Neighbourhood Team to increase the number of Officers. (N.Police)</p> <p>13. Court Custody Investigation Officers, Offender Managers and Neighbourhood Co-ordinators to be more visible. meeting and engaging with communities. (N.Police)</p> <p>14. Promote the Safe, Sensible, Social national alcohol strategy 2007 locally, to partner organisations and commissioners. (SCC)</p>	<p>15. Investigate and feedback the possibility of securing long term funding for CCTV in the area (ALE/relevant Chief Officer)</p>

1.2.1 Communication	16. Area Committee to support the development and implementation of the ASB initiative being delivered by Northumbria Police throughout July and August 09. Suggestions to come forward from Area Committee. (AC)	17. Area Committee to produce a DVD enabling the footage to be used on the Safer Sunderland Partnership TV, to raise awareness on the Safe priorities being addressed. (SSP) 18. Establish a Communication Strategy for the Area Committee. (Corporate Communications)	19. Results of from the Fear of Crime survey to be feed into the Local Area Plans (SST/ARO)
1.2.2 young people	20. Invite young people from youth groups and school councils to attend future Area Committee to showcase positive attitudes and projects. (Children Services)	21. Continuation of the work done through Phoenix Project and secure a means of longer term funding to allow for future planning. (TWFB/Children Services) 22. Continuation of the work done through Family Pathfinder and Parenting Programme, linking good news stories into the Communication Plan (Children Services) 23. Continuation of annual meeting for planning around the bonfire campaign. (LMAPs) 24. Improve transitions between young people and adult drug and alcohol services (Children Services and Health, Housing Adult Services)	25. Investigate and feedback the possibility of securing long term funding for diversionary project currently being supported via BoTM. (ALE/relevant Chief Officer)
1.3.1 Environmental	26. Area Committee to identify hotspots or area of concerns with regards to all environmental issues and agree any early wins (AC)	27. Areas identified by Area Committee to be referred into the Local Responsive Services project (ARO) 28. YOS to investigate and feedback the possibility of linking hours from the Community Payback Scheme into Area Committee i.e. x amount of hours are awarded to the Area Committee to allocate against improving the quality of life, via LAPs priorities, for example, removal of graffiti. (YOS & ARO) 29. Feedback on the success of Neighbourhood Wardens, which were used in the North area of the City, specifically on improvements made to the quality of life for residents in the area. (HHA)	30. If necessary, additional costs from the Local Responsive Services Project and Community Payback Scheme to be proposed for future mainstream funding. (ALE/relevant Chief Officer)

Background on projects currently being delivered

<p>Local Multi-Agency Problem Solving Groups LMAPs Groups (problem solving monies and admin support). East area has three LMAP Groups. A range of agencies attend (including the Police, Council and Gentoo) who are able to identify, analyse and effectively resolve crime, fear of crime, anti-social behaviour and substance misuse issues at a local level.</p>	<p>Youth Crime Action Plan Diversionary Activities. Positive activities for young people on Fridays and Saturday nights in neighbourhoods where crime and anti social behaviour are a particular concern. The Home Office has also made available £65,000 this year for initiatives to tackle youth crime.</p>
<p>Independent Domestic Violence Advisors (IDVA). IDVAs are trained specialists whose goal is the safety of domestic violence victims. Their focus is on providing a service to victims of high risk of harm to address their safety needs and help manage the risks that they face. They link in very closely with the work of the MARACs and the SDVCs.</p>	<p>Safer Homes Initiative. This is a reactive and proactive project that provides additional home security to victims, or those at risk of, domestic violence, domestic burglary and hate crime - with the aim of reducing repeat victimisation.</p>
<p>Neighbourhood Policing Teams (including targeted operations). Neighbourhood Policing is based on the police and partners working together to tackle the issues local people have identified as priorities. Neighbourhood Policing Teams re locally recognisable, have clarity of purpose and clear lines of supervision.</p>	<p>'Being and Feeling Safe and Secure' Is a key outcome within the Safer Sunderland Strategy. It is recognised that to improve feelings of safety it is necessary to raise awareness and understanding of the truth behind improvements in crime, disorder, and substance misuse reinforced by visible and tangible improvements in local neighbourhoods.</p>
<p>Taxi Marshalling Scheme (City Centre) Taxi Marshalling Scheme. This service is helping people get home safely from the city centre after a night out. It consists of three fully licensed and trained marshals being on duty at the taxi ranks on Green Terrace and West Street on Friday and Saturday nights. Their job is to help keep the taxi queues moving, resolve any problems that might arise and ensure that all members of the public feel safe in and around the taxi ranks. There has been a noticeable reduction in the number of incidents of disorder and queue-jumping (this is based on anecdotal evidence from Marshalls and police).</p>	<p>Licensing Act Responsible Authorities Group) LARAG The Licensing Section administers and enforces the Licensing Act, one of the objectives of which is the prevention of crime and disorder. In order to address this issue the section works closely with other statutory agencies, e.g. the Police and the Trading Standards Section of Community and Cultural Services, via the Council's Licensing Act Responsible Authorities Group (LARAG).</p>
<p>Safer Sunderland Partnership TV network (SSPTV). Safer Sunderland Partnership TV network (SSPTV). This is a network of 20 plasma TV screens in community venues across the city (e.g. in hospitals, supermarkets, cafes, post offices, and libraries). The screens are used to promote a wide range of community safety services and reassurance messages. This is helping to improve perceptions of ASB by promoting positive activity that is tackling ASB which in turn will impact on perceptions and feelings of safety.</p>	<p>Parenting Programmes This work with families coping with ASB or causing it. The project is delivered by Barnardo's Sungate Project which has successfully built upon the experience of Sunderland Youth Offending Service in piloting the Parenting Order and developing relevant parenting education programmes. Sungate's aim is to reduce youth offending and non school attendance by: Increasing parents confidence and self esteem; managing behaviour; supporting parents to gain greater control; and working in co-operation with other agencies. By supporting and offering direct intervention and positive choices to parents, this has benefited their children by reintegrating them into education and/or reducing or preventing further offending.</p>
<p>Family Pathfinder: A Family Pathfinder scheme is operated by Children's Services with £1.18 million of external funding being made available (Source - Dept Of Children Families and Schools) over 3 years ending in March 2011. The scheme comprises two elements to support 'parenting' and 'young carers'.</p>	<p>Fear of Crime survey Bi-annual fear of crime survey to identify local crime, disorder and substance misuse problems and monitor progress in improving feelings of safety</p>

<p>Wear Kids: Wear Kids is a free voluntary support scheme for Young people aged 8-13 and their families in Sunderland. The main aim is to help young people stay out of trouble and prevent anti social behaviour. Young people can refer themselves directly to the scheme or can be referred by parents, carers, teachers or other professionals. Wear Kids work with young people to organise support and access to other services. These could include; health advice, family and parenting support, mentoring, education, local projects. Once a referral has been made young people meet with their project worker, and a panel is organised where a plan will be developed to work with young people and support them through any difficulties.</p>	<p>XL Youth Villages The YDG have been successful in acquiring capital funding to purchase a state of the art 'youth village' and additional 'mobile youth provision'. Additionally funding has also been set aside to upgrade the original XL provision. Funding is still being sourced for a third 'youth village'. The revenue funding needed to resource the provision has been secured and commencement of delivery is expected June 2009. This will provide City wide provision targeted at Friday and Saturday evenings in areas identified as high in Youth ASB and which currently lack centre based youth provision. A multi agency steering group will be set up to oversee this initiative. The additional mobile provision (consisting of a youth bus, cage, health information trailer and climbing wall) can also be used to showcase the work of the YDG and voluntary sector partners at events across the city.</p>
<p>Best Bar None Scheme The Licensing Section encourages licensees to go beyond compliance with the law in reducing the potential for anti-social behaviour by delivering, in partnership with other agencies, a Best Bar None scheme. Sunderland's first edition of this nationally-recognised scheme was completed earlier this year. Nationally, the scheme is considered to have led to an improvement in standards in public houses and night clubs. Feedback upon our scheme, which covered the City Centre, was positive and, so, it is planned to extend its remit to the whole of the City in 2009/10.</p>	<p>Environmental Enforcement Officer A team of Environmental Enforcement Officers and a Local Environment Manager have recently been recruited within the Environmental Services Department to tackle and combat environmental crime across the city.</p> <p>The team consisting of 12 officers and a manager, will enforce all elements of environmental crime ranging from dog fouling and household waste to illegal dumping and street litter control.</p>
<p>Positive Future Inclusion Programme In the East area the Positive Futures social inclusion programme has been attracting young people into positive activities since 2002. The Fitness Friday initiative (funded by BOTM) at the Raich Carter Sports Centre in Hendon has helped more than 120 young people keep out of trouble by offering them a wide choice of fitness, dance and sports activities, all of which are delivered by qualified coaches. It has been effective in reducing youth related ASB and crime within the area and is just one of a wide range of activities across the city that are helping to positively channel young peoples' energies. By focussing on 'hot spots' for youth disorder, 'Positive Futures', has helped to prevent problems from occurring.</p>	<p>Officers have been allocated areas throughout the city and will be identifying and targeting hotspots or 'grot-spots' within their own areas. Working with the local businesses and residents these areas will be targeted and those individuals or companies found to be adversely affecting the local area will be targeted with a range of environmental powers including legal notices, fixed penalty notices and prosecutions.</p> <p>Education campaigns will be undertaken in conjunction with any enforcement to highlight the nuisance caused by litter and waste to any area but also to raise awareness of the potential consequence of such activities.</p>