

Area Priority	Actions
Support Traders groups in Hetton, Houghton and Shiney Row (and other areas where appropriate) to develop initiatives to increase footfall	Monitor and develop the current Retail Support project
	Continue to support environmental improvement of the shopping areas
Deliver educational, environmental and physical improvement projects to encourage communities to take pride in their local area	Support 'Friends of' groups and community groups to encourage local residents to get more involved in their local environment
	Encourage local residents to participate in maintaining the local natural environment and continue to deliver 'Love Where You Live' activity
	Deliver an educational programme to all primary schools in the area via the My Space, Our Place project
	Explore low maintenance solutions to improvements on roundabouts (highways)
	Research the feasibility of installing inclusive play equipment at specific sites to enable children with limited mobility to access play areas
Celebrate and support long standing and historical events and celebrations taking place in local communities	Explore and deliver community projects with the VCS Network to engage local residents in cultural activity
	Continue to support Houghton Feast
Improve road safety	Develop an intelligence led Vehicle Activated Sign (VAS) programme across all wards.
	Develop a Road Safety educational programme with local schools
Tackle specific hotspot areas which are an eyesore or cause a blight on the neighbourhood	Develop a process to identify and address neighbourhood issues
	Work with partners and service areas to implement multi-agency solutions to identified issues
	Encourage young people to be involved in environmental awareness as part of detached youth provision (People Board priority)*

*Detached youth work jointly with People Board