

Sunderland North Area Committee



Cllr Richard Bell
Sunderland North Area Chair

At the beginning of 2012/13 Sunderland North Area Committee agreed its priorities for the year ahead. The key areas where Area Committee wanted to focus were environmental and shopping centre improvements, encouraging heritage activity in the North, improving job prospects for young people, activities for young people and to continue to work with partners to target anti social behaviour.

During this year North Area Committee have worked with partners to ensure best use of resources to maximise achievements. Some key examples of successful outcomes include:

- Improvement to neglected land. Members have influenced local Street Scene services such as dog fouling, grass cutting and winter maintenance.
- Worked with partners to improve the St. Peter's Sculpture Trail, bringing the Trail back into use and re-landscaping the area between the Glass Centre to Sand Point Road.
- Influenced resources to improve the Pirate Play Park at Seaburn, which has now reopened following the refurbishment of equipment and the surrounding area which was carried out by Street Scene officers and local volunteers.
- Supported the delivery of phase 2 at the Sunderland North Community Sports Complex to improve the Big Pond and surrounding walk ways.
- Influenced the development and implementation of a voluntary code of practice to ensure that local businesses deliver their responsibilities in relation to keeping the property and surrounding area clean and tidy. Influenced operations delivered by the Enforcement Team in the North by working jointly with the East to maximise resources and ensuring a more targeted approach to focus on the priorities in the North.
- Members are supportive of trying to influence the increased use of the River Wear, seeking potential options and associated business plans.
- Following the success of a Heritage Education Programme delivered in partnership with Beamish, SAFC and local primary schools, community

groups and local residents, a new programme is about to be delivered to educate the young people of the North of the impact of the first World War.

- Financially supported the Voluntary and Community sector to improve Fulwell Quarry, a combination of Oak, Ash and fruit trees will be planted, as well as, improving the surrounding area including the removal of fly tipping and general litter from the plantations.
- Jointly with East Area Committee influenced the development of a city wide procedure to deal with nuisance car parking caused by car dealers. This has resulted in a city wide procedure being developed by Legal Services outlining educational and enforcement powers the Council can invoke against car dealers who nuisance park.
- The provision of financial support for the development of holiday activities for young people with projects engaging with over 752 young people in 2012/2013
- Influenced how Youth Contracts, will be delivered from April 2013. The Area Committees have helped to tailor how services for children and young people aged between 8-19 years old will be delivered in the North of the city, in terms of how, when and where activities will be delivered.
- North Area Committee has worked with the Police to deliver a programme to target anti social behaviour which has resulted in 359 stops with discussions with young people and 172 alcohol seizures.
- Worked with Tyne and Wear Fire and Rescue Service, Police, Secondary and Primary School Children in years 6 and 8 to visit SafetyWork! with a focus on anti social behaviour. Over 340 young people have visited the site from over 11 local schools.
- Working with Voluntary and Community groups we have developed and funded a Health Programme which focuses on cancer in men to address the main lifestyle causes of cancer and promote awareness of the early signs and symptoms of cancer across the North.

In summary, the North Area Committee has encouraged partnership working which has resulted in many successes for residents in the North and we will continue to strive to improve local services for local people.

As Area Chair, I would like to thank all members of North Area Committee, including partners, officers and residents, for their hard work and support throughout the year.