

**Annex 1 - Draft Sunderland East Area Committee Work Plan  
(NB:- Area Committee to complete Lead Representatives and Strategic Link)**

Area committee	Priority Item	Lead Representatives	Specific topic repres. to invite	Strategic Link
June 09	Approval of LAP's priorities Develop Work Plan	Chief Executives	-	Cabinet July 09
July 09	Safe Theme <ul style="list-style-type: none"> <li>• Anti Social Behaviour; Restrict access to alcohol; Enforcement; more PCs and CSOs; target crime hotspots for hate crime; marketing strategy</li> </ul>	-	-	-
September 09	Learning Theme <ul style="list-style-type: none"> <li>• Holistic approach; increase provision for CYP with disabilities; improve partnership working; involve parents/carers; improve parenting skills; more ESOL tutors; deliver more informal courses</li> </ul>	-	-	-
November 09	Attractive and Inclusive Theme <ul style="list-style-type: none"> <li>• Tailor services litter, graffiti, fly tipping, dog fouling; encourage registered social landlords; bring back empty properties into use; develop river corridor; clean up and promote the City Centre; celebrate heritage; improve recycling; improve transport and walk ability</li> </ul>	-	-	-
January 2010	Healthy Theme <ul style="list-style-type: none"> <li>• Subsidise access to sport and exercise, tackle obesity; <i>insert further information on support for older people</i></li> </ul>	-	-	-
March 2010	Prosperous <ul style="list-style-type: none"> <li>• Develop IT infrastructure; entrepreneurial start up packages; promote positive role models; Tackle EET and NEET; develop apprenticeships</li> </ul>	-	-	-
April 2010	End of Year Review Annual Report	Area Committee ALE/ARO		

**Proposed to discuss Safe in July 2009**

Priority	Initiatives and events happening throughout 2009-10		Current Indicators	What level it is currently measured at
<p><b>Reduce anti social behaviour and increase the level of police or CSO on the streets</b></p> <ul style="list-style-type: none"> <li>• Restrict access to alcohol</li> <li>• Collectively enforce legal requirements around licensing laws</li> <li>• Implement mixed teams of PCs and CSOs on the beat</li> <li>• Target crime hotspots for hate crimes, homophobic and domestic violence related issues</li> <li>• Deliver a cohesive marketing strategy to address the fear of crime</li> </ul>	July-August 09: Northumbria Police	Deliver ASB initiative across the area	Perceptions of anti-social behaviour	NI City wide
			Teenagers hanging round on streets	Place Survey City wide
	June/July 09: TPCT	Alcohol Awareness	Rubbish and litter lying around	Place Survey City wide
	July 09: SSP	Fear of Crime survey	People using or dealing drugs	Place Survey City wide
	Ongoing Children Services	Youth activities and anti social behaviour	People being drunk or rowdy in public spaces	Place Survey City wide
	Ongoing Back on the Map	Fear of Crime, ASB and hate crime	Rate of ABS recorded incidents	Foot beat level
	Ongoing: Northumbria Police	Decrease burglary, vehicle crime, ASB and violence crime	Crime rate (all crimes) per 1000 population	Area level available from August 09

**Proposed to discuss Learning in September 2009**

Priority	Initiatives and events happening throughout 2009-10		Current Indicators	What level it is currently measured at
<p><b>Better support for children and young people, ensuring health and emotional well being</b></p> <ul style="list-style-type: none"> <li>• Deliver a holistic approach e.g. health promotion, education around substance misuse, eating disorders, STI's</li> <li>• Increase service provision/activities for children and young people with disabilities or who are carers</li> <li>• Improve partnership working between organisations who provide services to CYP</li> <li>• Increase the level of involvement parents and carers have in establishing programmes for CYP</li> <li>• Provide activities/sessions to improve parenting skills</li> <li>• Increase the number of tutors who specialise in delivering ESOL</li> <li>• Increase opportunities to deliver informal lifelong learning courses, delivered locally</li> </ul>	August 09: Children Services	Roll out of XL Youth Villages and advertising tendering opportunities for youth. Contracts for March 2010	% of Key Stage (KS) 2 pupils attaining level 4+ in English	- Area level
	February 2010: Children Services	Awarding youth provision commissioning contracts	% of KS pupils attaining L4+ in Maths	- Area level
	Ongoing: Children Services: can report on throughout the year.	Attainment including exclusions and attendance; safeguarding; young people who are NEET; Children and Young Peoples Plan and locality based working	Emotional health of children	LAA target City level
	Ongoing Sunderland City College	New Skills Academy; Promoting 6 <sup>th</sup> forms and raising attainment at 16; Raising achievement at level 1 and 2; Raising aspirations and levels of engagement; Employability skills	Under 18 conception rate (15-17)	LAA target City level
	Ongoing: Back on the Map	(NEET) and (ESOL)	% of residents who say they can influence local decisions	Place Survey City level
	Dec 09 Welfare Rights	Child Poverty Strategy	% of residents who believe people from different backgrounds get on well together in their local area	Place Survey City level

**Proposed to discuss Attractive and Inclusive in November 2009**

Priority	Initiatives and events happening throughout 2009-10		Current Indicators	What level it is currently measured at
<p><b>Make the streets more attractive, attract more visitors and make use of key attractions</b></p> <ul style="list-style-type: none"> <li>• Tailor services to deal with local problems: litter, graffiti, fly tipping and dog fouling.</li> <li>• Encourage private landlords to become registered.</li> <li>• Bring empty properties back into use.</li> <li>• Deliver activities along the river corridor</li> <li>• Promote and clean up the City Centre</li> <li>• Celebrate our heritage</li> <li>• Improve recycling facilities</li> <li>• Improve public transport routes and walk ability across the area</li> </ul>	October 09 – December 09	Consultation on the Local Development Plan	Empty properties brought back into use	Available from September Ward level
	November 09	Nexus Transport Initiative	Private landlords in the City, % who are registered	No measure
	Ongoing: Gentoo	Investment and renewal plan; supporting communities and improving access to housing	% of visitors to the City	No measurer
			% of residents who feel the Council is making the area cleaner and greener	Place Survey Area level
			% of residents satisfied with how well land is kept clear of litter and refuse	Place Survey Area Level
				Place Survey Area level
	Ongoing: BoTM	Tackling litter, poor private landlords, graffiti and rubbish.	% of residents satisfied with the recycling services	Place Survey Area level
Ongoing: SSC	Investment programmes; selective licensing; empty properties; arc Business Plan; Transport proposals.	% of residents satisfied with public transport	Place Survey Area level	

**Proposed to discuss Healthy in January 2010**

Priority	Initiatives and events happening throughout 2009-10		Current Indicators	What level it is currently measured at
<p><b>Provide more opportunities for people to take part in sport and exercise and improve support to older people</b></p> <ul style="list-style-type: none"> <li>• Subsidise access to sport and exercise</li> <li>• Improve methods of engagement to tackle the highly complex matter of obesity</li> </ul> <p><b>NB:-</b> need to discuss what support needs to be provided to older people in the East</p>	August 09: CCS	Football Investment Strategy Update	Life expectancy	- Ward level
	September 09: CCS	Active Bus	% of residents in receipt of adult social care	- Ward level
	July 09/Nov 09: TPCT	Health needs assessment	% of residents who describe their health as poor	Place Survey City wide
			Mortality rate (cancers)	Ward
	Dec 09: Welfare Rights	Launch MacMillan welfare benefit service	Mortality rate (CHD)	Ward
			% of residents 16+ who smoke	LAA target Ward
	Ongoing TPCT	Local Engagement Boards, campaigns and funding opportunities	Alcohol-harm related hospital admissions	Information can be provided when year end stats are produced
Ongoing Back on the Map	Campaigns to tackle smoking, alcohol and drugs. Encouraging exercise and diet.			

**Proposed to discuss Prosperous in March 2010**

Priority	What is going on throughout 2009-10		Current Indicators	What level it is currently measured at
<p><b>Help people get a new or better job and encourage young people to continue into further education and employment.</b></p> <ul style="list-style-type: none"> <li>• Strengthen and develop IT infrastructure across the City</li> <li>• Provide entrepreneurial start up packages for businesses</li> <li>• Promote positive role models in business who are locally based</li> <li>• Tackle EET and NEET hotspots across the East by working in partnership with businesses</li> <li>• Balance formal educational courses between vocational and academic training, i.e. apprenticeships</li> </ul>	July 09 Welfare Rights	Website developed, roadshows; re-launch Housing Advice Forum and Libra Partnership	% of working age population in unemployment	- Ward Level
	Oct 09: welfare Rights	Pension campaign, tendering for contracts; update on Y1 of Plan (2008-2011)	% of population aged 16-64 with no qualifications	- Ward level
	Mar 10 Welfare Rights	Contracts commissioned	Learners achieving level 1 in literacy	LAA target City wide
	May 2010 LSP	Economic Masterplan completed	Learners achieving level 3 in numeracy	LAA target City wide
	Ongoing Sunside Partnership	Diversify land uses; Secure appropriate sustainable development; Improve the public realm; Improving access; Accelerating business development; Raise awareness and interest	% of working age pop. Claiming incapacity benefits	Ward Level
			% of working age pop. Claiming out of work benefits	LAA target Ward level
	Ongoing Sunderland arc	Business plan (Vaux, Holmeside, Farringdon Row, Port, Sunnyside, SSTC)	% of working age population qualified to level 2 or higher	LAA target City wide
	Ongoing: Chief Ex and D&R	City Centre office and retail development; Development of Port; South Ryhope; Development; WNF	VAT registration rate	LAA target City wide
			% of Key Stage 4 pupils attaining 5 or more A*-C GCSE	- Area level
			% of KS4 pupils attaining 5 or more A*-C GCSE including Maths and English	LAA target Area level
No. of young people aged 16-18 NEET			LAA target Ward level	
Take up of 14-19 learning diplomas	City wide			