

At a Meeting of the WEST SUNDERLAND AREA COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on WEDNESDAY, 27TH OCTOBER, 2010 at 5.30 p.m.

Present:-

Councillor P. Gibson in the Chair

Councillors Allan, M. Dixon, Essl, D. Forbes, Gofton, Morrissey, Old, Oliver, P. Smith, Tye, P. Watson, S. Watson, A. Wilson and A. Wright.

Also Present:-

Sheriden Baillie	Young Person	Youth Almighty Project
Andrea Baldwin	Senior Sports Development Officer	Sunderland City Council
Callum Bannan	Young Person	Youth Almighty Project
George Blyth	Area Lead Executive	Sunderland City Council
Linda Brown	Head of Standards, Children's Services	Sunderland City Council
Les Clark	Head of Street Scene	Sunderland City Council
Jodie Collins	Internal Communications Officer	Sunderland City Council
Victoria French	Wellness Manager	Sunderland City Council
Deck Hutchinson	Young Person	Youth Almighty Project
Andrew Jackman	Assistant Head of Traffic	Sunderland City Council
Ernest Jele	Visiting Delegate from South Africa	Mbombela Municipality
Norma Johnston	Assistant Head of Street Scene	Sunderland City Council
Kevin Jones	Acting Inspector	Northumbria Police
Jo Kester	Visiting Delegate from South Africa	Mbombela Municipality
Joanne Laverick	Project Manager	Youth Almighty Project
Dave Leonard	Area Co-ordinator	Sunderland City Council
Vivienne Metcalfe	Area Community Co-ordinator	Sunderland City Council
Anne Morrison		West Area VCS Network
Thandi Ndlala	Visiting Delegate from South Africa	Mbombela Municipality
Mathilda van Niekerk	Visiting Delegate from South Africa	Mbombela Municipality
David Noon	Senior Democratic Services Officer	Sunderland City Council
Richard Parry	Area Officer	Sunderland City Council
Ken Robinson	Acting Inspector	Northumbria Police
Jenny Scott	Policy Officer (Inclusion)	Sunderland City Council
M. Srini	Visiting Delegate from South Africa	Mbombela Municipality

Chairman's Welcome

The Chairman welcomed everyone to the meeting and everyone present introduced themselves.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors L. Martin, Old, Oliver and T. Wright and also on behalf of Peter Iveson (Tyne and Wear Fire and Rescue Service), Lucy Malarky (Gentoo), Keith Moore (Children's Services), Julie Raine (City of Sunderland College), Bill Leach (VCS Network), Edna Rochester (VCS Network).

Declarations of Interest

Item 2 – Community Chest, Strategic Initiatives Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for Further Allocation of Resources

Councillor Tye declared a Personal and Prejudicial interest in the application in respect of the Almighty Bus Project as Chairman of the Management Committee of Youth Almighty and left the meeting during the consideration of the item.

Minutes of the last meeting of the Committee held on 7th September, 2011

The Chairman referred to queries raised at the meeting regarding SIP funding and advised that confirmation had been received that unspent funding could be carried over into the next financial year.

Richard Parry, Area Officer referred to concerns raised on page 6 of the minutes regarding the operation of the Task and Finish Groups and confirmed that they were being addressed and that information from the Groups was being circulated to all members of the Committee.

Change in the Order of Business

The Chairman advised that the report in respect of 'Responsive Local Services' would be considered at this juncture as the first item of business in respect of item 2 on the agenda 'Community Action in Sunderland West – Progress Review' as it would help inform discussion on the remaining reports on the agenda.

Community Action in Sunderland West Progress Review – Responsive Local Services (RLS)

The Executive Director of City Services submitted a report (copy circulated) which provided Members with an update of outstanding issues from the 2009/10 work plan with regard to Responsive Local Services (RLS) together with progress against actions agreed in the current year's (2010/2011) work plan.

(For copy report - see original minutes).

Les Clark, Head of Street Scene, presented the report which covered the service areas of Litter, Graffiti, Refuse, Grass Cutting and Dog Fouling. Members were also provided with tables detailing the volume of service requests for the period August to September 2010, together with information pertaining to three additional service areas to be included within the scope of the RLS (Dumping of Waste, Noise and Street Lighting).

In conclusion Members were advised of the winter maintenance programme, the operation of the intelligence group and the anticipated deployment of six Area Response Managers.

In response to Mr. Clark's announcement that there was an intention to pilot an out of hours noise service, the Chairman asked whether this would be used to deal with noise from pubs and clubs. Mr. Clark advised that the service would respond if reported and the 101 line was there for this purpose. Noise from pubs and clubs was not the main source of complaint however, during an evening 80% of complaints arose from domestic situations.

Councillor Gofton stated that the area teams going out with regard to noise nuisance was a really good initiative but questioned whether it would be a costly exercise. Mr. Clark hoped that it would not be, relying on volunteers and perhaps new terms and conditions through the Internal Jobs Market.

Councillor P. Watson praised the 101 number as an excellent resource and asked if there were any statistics available regarding its usage. Norma Johnston, Assistant Head of Street Scene, advised that the usage figures had been reported via the Community and Safer City Scrutiny Committee, however, they could be brought to the Area Committee in future if members wished.

Councillor Alan Wright referred to the list of partners who would work with the Area Response Managers to identify and tackle key issues and noted that it made no reference to Ward Councillors. Mr. Clark replied that he hoped this was implicit within the mention of Area Committees on the list.

The Chairman thanked Mr. Clark for his report and it was:-

1. RESOLVED that the report be received and noted and that further updates regarding any issues arising from the intelligence group be submitted in due course.

Community Action in Sunderland West – Progress Review – Environmental and Street Scene Improvements, including Shopping Centres

The Chief Executive submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

The Chairman having advised that the application in respect of the tree planting programme as detailed in paragraph 2.3 of the report was to be deferred, it was:-

2. RESOLVED that:-

- i) the progress of the environmental improvements as detailed in paragraphs 2.1 and 2.2 of the report be noted; and
- ii) approval be given in principle to a bit of up to £30,000 of Strategic Investment Plan funding for the completion of the Pallion Scheme and Phase 2 of the Thorndale Close Scheme, subject to full appraisal and consultation.

Community Action in Sunderland West – Progress Review – Youth and Play

The Chief Executive submitted a report (copy circulated) which updated Members on the development of play opportunities within the West Area.

(For copy report – see original minutes)

Andrea Baldwin, Senior Sports Development Officer (Community) presented the report informing Members of the following potential projects:-

- i) Meadow Grove site;
- ii) South Hylton Playing Fields (Fitness Trail);
- iii) Ford Oval dedicated Play Area.

All would be subject to consultation with partners and Ward Members. There was some Section 106 finance available and she would also like to develop a £75,000 bid for SIB funding.

The Chairman advised that a similar scheme had been undertaken in Silksworth, the consultation had been well received and had worked well.

3. RESOLVED that approval be given to the further development of play site and environmental improvements in South Hylton and the development of a possible application for SIB funding to this Committee.

Community Action in Sunderland West – Progress Review – Traffic and Parking

The Chief Executive submitted a report (copy circulated) in respect of the above.

(For copy report – see original minutes).

Andrew Jackman, Interim Assistant Head of Traffic Road Safety, presented the report and tabled copies of accident statistics for the West Area. The intelligence gained would be used to drive forward the road safety aspects of the Local Transport Plan.

With regard to potential road safety schemes outlined in paragraph 2.3, Members expressed concern that calls were being made on the Area Committee budget to address what was essentially a Citywide problem that should be tackled via mainstream funding.

It was moved by the Chairman that the Committee do not agree to pursue the schemes at this stage on the basis that they should be considered as a Citywide strategic issue and that a further report should be prepared into the matter. The Committee agreed accordingly.

4. RESOLVED that:-

- i) the report and the accident statistics be received and noted; and
- ii) the proposals detailed in paragraph 2.3 of the report be not pursued at this stage on the basis that they should be considered as a Citywide strategic issue and that a further report be prepared into the matter.

Community Action in Sunderland West – Progress Review: Reducing Anti Social Behaviour (ASB) and Secondary Fires

The Chief Executive submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

Inspector Kevin Jones presented the report and briefed Members on Operation Freedom, which was a new way of addressing Anti Social Behaviour in the West Sunderland Area and involved a lot of joint working with the community, young people and a range of partner agencies. The Project targeted Anti Social Behaviour geographically and included prevention, intelligence gathering and off licence checks.

Members having thanked Inspector Jones for his report, it was:-

5. RESOLVED that the report be received and noted and that further updates be submitted regarding any issues arising from the Task and Finish Group.

Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) – Financial Statement and Proposals for Further Allocation of Resources

The Chief Executive submitted a report (copy circulated) in respect of the above matter.

(For copy report – see original minutes).

Richard Parry, Area Officer, presented the item informing Members of the following recommendations as detailed in the report:-

- i) to note the financial statement for Area Committee funding for 2010/11;
- ii) to approve the granting of SIB funding of £29,994 in respect of the Youth Almighty's Minibus Project;
- iii) to approve the granting of SIB funding of £36,000 for Silksworth Cricket Club's Facilities Rejuvenation Project;
- iv) to approve the granting of SIP funding of £90,000 in respect of the City County's 'Tree Planting' Project;
- v) to approve 26 proposals for support from the 2010/11 Community Chester.

Consideration was given to the report and to the funding requests.

The Chairman referred to discussion earlier in the meeting and reminded Members that the SIP funding request for £90,000 in respect of the Council's Tree Planting Project was to stand deferred pending further consultation.

With regard to the SIB funding request from Silksworth Cricket Club in respect of the facilities renewal project, the Chairman advised that he would be seeking a deferral of the application to the Committee's next meeting to allow for further consultation with Ward Members.

In addition he informed Members that the application from Silksworth Bowls Club for £500 Community Chest funding as a contribution towards room hire had been withdrawn.

Accordingly it was:-

6. RESOLVED that:-

- i) the Area Committee's funding statement for 2010-11, together with the SIB and SIP Interim Report, be received and noted;
- ii) approval be given to the granting of SIB funding of £29,994 to Youth Almighty in respect of the Almighty Bus Project;
- iii) consideration of the application from Silksworth Cricket Club for SIB funding of £36,000 be deferred to the Committee's next meeting to allow for further consultation with Ward Members;
- iv) consideration of the application for SIP funding of £90,000 in respect of the City Council's Tree Planting be deferred pending further consideration;
- v) the withdrawal of the Community Chest application from Silksworth Bowls Club for funding totalling £500 be noted;

- vi) approval be given to the granting of the remaining 25 Community Chest applications as detailed in Annex 1b of the report.

Influencing Practice, Policy and Strategy

The Executive Director of City Services submitted a report which briefed Members on the consultation currently being undertaken between Sunderland City Council and the Voluntary and Community Sector (VCS) on the draft Community Assets Policy.

(For copy report – see original minutes).

Vivienne Metcalfe, Community Co-ordinator, presented the report and outlined the three stage approach to the transfer of a Council owned asset to the VCS. She advised that any views Members may have on the matter could be forwarded directly to her. She was also willing to go and speak to outside organisations if that was what Members would prefer.

The Chairman having thanked Ms. Metcalfe for her report it was:-

- 7. RESOLVED that the report be received and noted.

The Chairman then closed the meeting having thanked everyone for their attendance.

(Signed) P. GIBSON,
Chairman.

SUNDERLAND WEST AREA COMMITTEE

5th JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST: IDENTIFYING NEW ISSUES AND AGREEING ACTIONS (2010/11 WORK PLAN)

1. Why has it come to Committee?

- 1.1 To enable the future development of area based working, the Area Committee requires detailed information to be freely available from a number of different sources. An Intelligence Group has been established as a repository for available information. Officers will have access to the relevant up-to-date information required to make effective decision making at an area level, and provide Area Committees with the detailed analysis required to identify key priorities and future waves of Responsive Local Services activity.
- 1.2 Information has been sourced from other Committee meetings, Community Leadership Programme, Responsive Local Services, which includes the Customer Service Network, the Area Co-ordination Team, Members Query Management System, Questions to Area Committee, Safer Communities Team and the Consultation Team, including resident surveys. Additional links have also been made with the Local Multi Agency Problem Solving groups (LMAPS), in particular Northumbria Police's Data Analyst.

2. New Issue: Review of Byelaws

- 2.1 Law and Governance are leading on a review of City Byelaws. A team of Officers from across the authority have formed a task and finish group which is undertaking a review of sites covered by old and dated byelaws, in addition, sites that are not currently covered by byelaws will also be considered in the review. Areas included are cemeteries, resorts and foreshores, countryside, parks and rights of way, enforcement and disorder. The same group is reviewing the rules on dogs and considering the introduction of appropriate Dog Control Orders.
- 2.2 Common issues raised are owners not cleaning up after their dogs have fouled, dogs not being kept under control, trade waste and licensing, balloon or lantern releases, exercising birds of prey, abandoned/burnt out vehicles, shooting, hunting and fishing, off road cycles and quad bikes, beach surfing, beach karting and jet skiing, birds breeding season and bait digging on beaches.
- 2.3 As Committee can see, there are a variety of issues to consider. The review is to establish a standard, for example, parks across the City have different signs for dog owners, ranging from 'keep dogs under control' to 'dogs must be kept on leads' the aim is to agree one sign for all parks, therefore bringing clarity and reducing confusion for both residents and Council employees. The review will be presented to Cabinet for approval.

3. New Issue: Metro Platform Project

- 3.1 Tyne and Wear Metro (TWM) are introducing a new community initiative, "metro community project". TWM are looking for local universities, schools, businesses or community groups which would be interested in, for example, adopting a Station to create a Metro Garden or Metro Arts project to use the station as a gateway to promote themselves to thousands of metro passengers on a daily basis.

- 3.2 Typically the project should be low-maintenance but at the same time create a refreshing impact to welcome passengers. For instance, SAFC are adopting the Stadium of Light metro platform.
- 3.3 Sunderland West plays host to two stations: Pallion and South Hylton. TWM have 60 stations spread across the five authorities, each one being unique. Not all however are staffed by Station Managers. If a station was adopted TWM have funding to support groups to clean up the station, plant shrubs, improve the landscape or introduce artwork. There is a commitment to be made by the group adopting a station, which would include reporting any graffiti or litter to their customer hotline and maintain any gardening works carried out in the long term; however the group would also be able to feed suggestions directly into TWM to improve service delivery.

4 Sunderland 'The Place'

- 4.1 This year the Environment and Attractive City Scrutiny Committee is carrying out a policy review into Sunderland 'the Place', with the overall aim of understanding the concept of Sunderland as a place and the associated issues around its identity and image, as well as the perceptions people have of Sunderland. Attached at **Appendix 1**, for information, is the Terms of Reference for the policy review.
- 4.2 At its meeting of 18 October 2010 the Environment and Attractive City Scrutiny Committee agreed the approach to be taken in regard to gathering the evidence for the Policy Review and is particularly keen to receive a contribution from each of the Area Committees to understand more about the individual areas that make up the city and the perceptions and experiences of residents living in each area. This evidence will be one part of a much wider policy review.
- 4.3 It is proposed that any members wishing to take part in this phase of evidence gathering are offered the opportunity to take part in an informal discussion in order to feed in key messages to the Area Chair who will attend a facilitated discussion group with the other Area Chairs and members of the Environment and Attractive City Scrutiny Committee. The discussion will be facilitated by the lead officers for the policy review.
- 4.4 The proposal for the discussion will be focused around:
What is Sunderland's 'story'?
- What makes residents passionate about their area?
 - What are the unique elements of each area and how does each area contribute to the city?
 - What role do Area Committee's play in developing the city's sense of place?
 - What can be done to recognise the unique contributions of each area to the overall city?

A strong sense of 'place' for Sunderland is crucial for our economic viability and the ongoing improvement of the city. This opportunity to feed in to the process is one element of a wider policy review into Sunderland as a place.

Recommendations

Committee are requested to:

- To note the City Byelaws review and agree to receive an update on the outcomes affecting the West areas' cemeteries, beaches, countryside and parks via the ward bulletin service.
- To promote the Metro Platform Project through the West VCS Area Network, in addition to approaching local schools with a view to the two stations being adopted by a local residents association, voluntary and community organisation or educational establishment.
- Note the information regarding Sunderland 'The Place' and agree to hold an informal discussion for those West members who wish to participate, before 17 January 2011.

Contact Officers:

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Sunderland 'the Place' Policy Review: 2010/11

Aim of the Review

The aim of the review is;

To understand the concept of Sunderland 'the Place' and the associated issues around its identity and image, as well as the perceptions people have of Sunderland.

Terms of Reference

The review will consider the following issues related to Sunderland 'the Place':

- (a) To explore what it means to have a strong sense of place, how important this is for Sunderland, and what benefits this may bring;
- (b) To gain an understanding of the current activity being undertaken within the City Council and across partner organisations with regard to developing a sense of place;
- (c) To examine the role and responsibilities of the City Council and partners in developing and implementing a strong sense of place for the city;
- (d) To understand Sunderland's 'story', where the city is positioned now and the image and identity the City Council and partners are aspiring to and working towards;
- (e) To investigate how people who live, work and study in the city view Sunderland, the place;
- (f) To investigate the approaches taken by other local authorities where there is evidence of success and progress; and
- (g) To gain an understanding of Sunderland's position both regionally and nationally, and ensure that the city is being represented appropriately by external bodies including the media.

SUNDERLAND WEST AREA COMMITTEE

5TH JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Environmental and Street Scene Improvements, including Shopping Centres

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2009/10 work plan and progress against agreed actions in the current year's (2010/11) work plan; **Annex 1a.**

2. Work Plan 2010/11: Environmental and Street Scene Improvements, including Shopping Centres

- 2.1 Thorndale Road Shops: The first phase works, following discussion with the Police, consist of initial clearance, ground works, shrub works and landscaping and pin kerbing to the fence side of the shopping parade. One fence has been removed and the other is to be re-painted and the pavement has received a deep clean. However, due to the sodden nature of the ground and the subsequent inclement weather, there has been little progress since the last committee. Once weather conditions allow, these works will be completed and a second phase of works consisting of the removal of the raised bed at the gable end, which will remove the 'hideaway', grassing and shrub planting, pin kerbing, pavement, kerb and barrier works. This will be followed by a process of engaging with the shop owners to seek improvements to the shop frontages.
- 2.2 Pallion Road Shops: This work, which will consist of replacement and the painting of barriers and street furniture, kerb works and re-grassing of verges and 'worn' open spaces, has been delayed due to ground conditions. Once this work is completed, owners of empty shops will be engaged regarding ensuring properties do not detract from the area and appropriate steps will be investigated to tackle irresponsible pavement trading.
- 2.3 Tree Planting Programme: Following the presentation to committee, a Strategic Investment Plan application was submitted to the last committee. The proposal is for an initial programme of planting starting from Premier Road and through Springwell to European Way. This would improve the environment and assist in tackling climate change issues. The application was deferred and is brought back to this committee. It will be discussed as part of the Financial Report.
- 2.4 Sunderland West Greenspace Strategy: The development of the Strategy for the West will assist in prioritising environmental improvements and their future delivery. Consultation has begun on the strategy, which may lead to the development of localised 'master plans'.
Elected members, partners, residents and Officers attended a workshop, held at Pennywell Community Centre in October 2010. The purpose of the workshop was to:
- 1) Help identify Greenspace sites missing off the register;
 - 2) Scrutinise existing sites on the register and check their suitability for inclusion;
 - 3) Consider whether the primary purpose identified for each site was correct and suggest alternatives where necessary.

During the workshop six ward maps were examined by participants, with over 50 updates received on land usage and proposed future projects. In addition, partners from The Woodland Trust, Durham Wildlife Trust, Natural England, Gentoo and Groundworks are involved.

The second workshop will be held on 26 January 2011. The programme for the workshop will be to feedback on all queries raised at the first workshop and present new updated maps. The appraisals of the sites are complete and the results will be shared asking delegates key questions, for instance; what would you like to see more of in your area? How far would you be prepared to travel? The findings of the workshop will then inform a survey which will be posted on the Council's website for residents to complete and return. The results will inform the Topic Paper which will be presented to Cabinet.

In addition, Members may wish to consider small scale capital improvements within neighbourhoods, which can complement the emerging strategy.

Recommendation:

- Note the progress of the environmental improvements, as detailed in 2.1 and 2.2.
- Note the developments towards a Greenspace Strategy for the area.
- Consider future programmes of environmental improvement for consideration by the Task and Finish Group.

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SUNDERLAND WEST AREA COMMITTEE

5TH JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Health and Well Being, focussing on areas of concern and risk taking lifestyle behaviour

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2009/10 work plan and progress against agreed actions in the current year's (2010/11) work plan; **Annex 1a**.

2. Work Plan 2010/11: Health and Well being

- 2.1 The establishment of a 'Task and Finish' group, to help drive this priority, was agreed by Committee in June. However, due to changes within the Teaching Primary Care Trust there has not, to date, been the capacity to progress this work.
- 2.2 This has now been resolved and the 'Task and Finish' group met on 15th December to begin the process of assisting the committee in making clear and tangible improvements for the benefit of local residents. The Task and Finish group is open to all councillors and includes officers, partners and members of the West Voluntary and Community Sector (VCS).
- 2.3 The group has focussed on the main social determinants of health and has looked to develop a systematic approach to tackling lifestyle and risk taking behaviour and health inequalities. Further, the evidence suggests the main problem, at this stage, is not a lack of services to assist in the development of healthy behaviour, but a lack of connectivity between services and many of those most in need of them. Therefore it is proposed to develop a 'Health Champions' project to help address this.
- 2.4 West Health Champions would focus on front line workers from the public sector, partner organisations and volunteers working in the West. It would look to 'upskill' those front line staff by providing training, which would comprise a basic qualification in: 'Understanding Health Improvement'; 'Emotional Health and Resilience'; 'Introduction to Financial Capability – Helping your Clients'; 'Alcohol Intervention' and; 'Smoking Intervention'. This training can begin to build a systematic approach to tackling health behaviours and can maximise the potential people have to adopt healthier lifestyles by assisting in the removal of barriers to making lifestyle changes. In addition, front line staff and volunteers will be able to provide basic interventions and sign posting to help people take the first steps towards healthier lives.
- 2.5 This training will benefit not only clients of those who participate but also the participants themselves and their own families and communities. As more people become trained then there is the potential for more healthy behaviours to replace some of those less healthy ones that are currently the norm in some communities, and so reduce health inequalities. This is an ambitious approach but radical action is required if health inequalities and lifestyle behaviours are to be addressed locally. Overall the training lasts 3.5 days with each module standing alone. Maximum benefit will be achieved when people attend all elements of the training but these elements can be undertaken at

different times to maximise use of the available training capacity and minimise disruption to frontline services.

- 2.6 The Teaching Primary Care Trust and the Council's Wellness Service support the project and can commit in the region of £58,000 to its overall cost of approximately £88,000, which would provide training for 250 people and would operate until March 2012. A further strand, specifically aimed at children and families, will also be developed.

Recommendation:

- To note the progress of the Health and Well Being Task and Finish group and approve up to £30,000 of the Strategic Initiatives Budget, subject to full appraisal and consultation, towards the cost of a 'West Health Champions' SIB application from the Sunderland TPCT.

Contact officer: Richard Parry, Sunderland West Area Officer
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SUNDERLAND WEST AREA COMMITTEE

5TH JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Work Plan 2010/11: Traffic and Parking

1. Why has it come to Committee?

- 1.1 The report provides an update of outstanding issues from the 2009/10 work plan and progress against agreed actions in the current year's (2010/11) work plan; **Annex 1a**.

2. Work plan 2010/11: Traffic and Parking

- 2.1 At its last meeting the committee requested accident statistics for the area to assist it in determining its priorities. These have been circulated.
- 2.2 The committee also discussed a number of potential road safety schemes. These were:
- Dropped kerbs. Measures to improve their provision.
 - Allendale Road. The provision of a raised pedestrian crossing to further slow traffic down at the main entrance to Farringdon Community Sports College. The project would also prohibit traffic from the blocking access to the College's entrance for emergency service vehicles. The scheme was estimated at £25,000.
 - Ettrick Grove. The provision of a chicane and 'build outs' at the junction and vicinity of Mount Road. The total cost of the scheme was estimated at £31,000.
- 2.3 The committee agreed not to pursue these schemes, on the basis that they should be considered as a city wide strategic issue, and called for a further report.
- 2.4 Following this, the Executive Director of City Services and the Area Officer are progressing the matter. Due to committee deadlines, a verbal update will be presented to committee.

Recommendation

- Note the update to be provided.

Contact officer: Richard Parry, Sunderland West Area Officer
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SUNDERLAND WEST AREA COMMITTEE

5th JANUARY 2011

REPORT OF EXECUTIVE DIRECTOR OF CITY SERVICES COMMUNITY ACTION IN SUNDERLAND WEST – PROGRESS REVIEW

Responsive Local Services (RLS)

1. Why has it come to Committee?

1.1 RLS is a method of area working designed to:

- Increase levels of resident satisfaction through providing services that are responsive to community needs and effectively communicating improvements
- Tailor services in recognition of differing area/locality circumstances either through local problem solving or adapting service standards
- Recognise and enhance the community leadership role of elected members.

1.2 The current scope of RLS covers the service areas of Litter, Graffiti, Refuse, Grass Cutting, Dumping of Waste and Dog Fouling. It also provides the opportunity for a wider range of issues to be considered within a context of local problem solving.

1.3 The Street Lighting Service requests; as noted within the October 2010 Area Committee reports are to be addressed via the Intelligence Group. The Private Finance Initiative (PFI) Contract Monitoring Officer receives the Street Lighting issues and addresses them as required.

1.4 The Noise service requests; as noted within the October Committee report are to be addressed via an Out of Hours Noise Service pilot. Details of which can be found in Section 7.

2. Service Requests

2.1 The tables below provide a view of the volume of service requests for the services in scope for October and November 2010.

Service Area – Oct 2010	North	East	West	Washington	Coalfield
Animal Fouling	22	13	16	17	15
Grass Cutting	2	0	2	4	10
Graffiti	1	14	3	7	12
Rubbish and Litter	107	92	94	93	91
Refuse and recycling	201	218	247	223	208
Dumping of Waste	211	281	154	124	96

Service Area – Nov 2010	North	East	West	Washington	Coalfield
Animal Fouling	24	12	14	4	7
Grass Cutting	0	0	0	0	0
Graffiti	5	14	6	3	5
Rubbish and Litter	51	75	70	77	47
Refuse and recycling	189	233	265	257	262
Dumping of Waste	220	264	142	146	81

3. What does the analysis tell us and what action are we taking?

3.1 Refuse and Recycling

In relation to the number of refuse and recycling service requests: analysis has highlighted that the increase in service requests is linked to the transitional arrangements for the new dry recycling scheme. Increased monitoring of the new scheme during initial collections, as they commence, will be applied by Refuse Managers to ensure service satisfaction increases.

3.2 Rubbish and Litter

The targeted work in Pallion is proving successful regarding the presentation of refuse. Coordinated activity with refuse, street cleansing and environmental enforcement staff is on going; targeting offenders to advise them of their responsibilities and ensure timely clearance.

3.3 Graffiti

The Graffiti Service is addressing service requests more efficiently due to the introduction of mobile technology. Calls from residents asking the Council to carry out clean-ups have fallen over the last year since Sunderland City Council issued 250 frontline staff with mobile telephones and some with handheld computers.

This new way of working means that in many cases staff are able to nip problems in the bud, resulting in quicker and more efficient service for residents. In some cases graffiti is being removed within minutes of being identified.

3.4 Dumping of Waste

Some specific examples of enforcement activity in the West area to address the dumping of waste are detailed below:

Victory Street: household waste dumped in the rear lane. Notice is to be served requiring the correct storage and presentation of waste.

Wilfred Street: waste and bins continuously left in rear lane. Notice previously served with no response or improvement. Occupier to be interviewed and formal action being considered.

Ancona Street: fly tipping of household waste. Householder to be interviewed.

Onslow Street: fly tipping of household waste. Householder to be interviewed.

The Streetscene Service considers issues on a weekly basis within the Pallion area concerning illegal waste disposal, fly tipping, storage of bins and general environmental quality. Whilst improvement is noted in the presentation of waste; bins being stored and housed on the highway remains a concern for the Police and Fire Authority, whilst also causing an obstacle for cleansing teams. Work is ongoing by Environmental Enforcement Officers, within Pallion, to address these issues with homeowners.

4. Intelligence Group

4.1 The Intelligence Group, which meets on a monthly basis, is attended by Sunderland City Council, Gentoo and the Police. The group discussed local issues using various information tools including service requests, staff reporting line, estate walkabouts and

councillor and community group enquiries. Voluntary and community sector (VCS) groups in the area have welcomed this opportunity to share information and intelligence.

4.2 Traffic and Highways

Large numbers of service requests have been received in relation to traffic and highway issues. Streetscene are currently restructuring and improving processes to ensure a more timely response to service requests. The service is also developing a system to prioritise service requests, which will be of increased importance in light of anticipated further reductions in Local Transport Plan funding.

4.3 Issues identified by the VCS

Pennywell Community Centre expressed a concern around litter build up in the area. Councillor Wright approached Gentoo, who will now carry out a weekly litter picking exercise around the Community Centre.

5. Pilot: Out of Hours Noise Service

- 5.1** Evidence suggests that noise nuisance affects all areas of the city to some degree and as such it is proposed to provide a pilot Out of Hours Noise Response Team to all areas of the City.
- 5.2** The pilot involves collaborative working with Northumbria Police in support of the Noisy Party Pilot Scheme. The scheme was in place from 25th October and continued until December 19th across the City, as an initial response to noise complaints.
- 5.3** The results of the pilot are being used to consider how the noise service should operate in future, in terms of, the most effective means to deliver the service and improve customer satisfaction.

6. City Services: Area Response Managers

- 6.1** All of the new Area Response Managers for Streetscene should be appointed by the date of the Area Committee.
- 6.2** The Area Response Manager for the West Area will attend each Area Committee.
- 6.3** The Area Response Manager will make them selves known to each of the Committee members and will also promote their role within each ward, holding drop-in sessions for local residents to talk to them about any issues they may have. The Area Response Manager will ensure local Councillors are aware of any issues raised and address issues as appropriate, directing resources and coordinating activity, as required within the local area.

7. Locally Targeted Communication Messages: Recognition for Action

- 7.1** It is important that feedback is given to residents to ensure they understand what services have been delivered within their area and how Sunderland Council is developing its service offer to ensure value for money.
- 7.2** The Area Response Managers and Area Officer, alongside the Area Communications Link Officer, who attend each Area Committee will work together to ensure local news stories, relating to services delivered, are shared with the media and within Community News, which will have a dedicated Responsive Local Services page within each issue.

7.3 This approach will be supported by a targeted campaign to promote the appointment of the Area Response Manager and the local response team. Postcards will also be used to promote local activity, encouraging residents to get involved in the improvement of their city.

7.4 Due to the number of service requests relating to the dumping of waste, it is proposed to develop a campaign to promote the services available from the council to remove white goods for free throughout the year, the bulky collection service, as well as the recycling sites across the city.

8. Working together with Gentoo

8.1 The Area Response Managers are now meeting with their counterpart within Gentoo on a bi-monthly basis to share information and to ensure close working arrangements. The purpose of the meeting is to address day-to-day service issues and to work together to support service delivery alignment, where possible sharing work programmes in particular. Training has been delivered to Gentoo front line staff explaining Sunderland City Council's service delivery methodology and to communicate staffing structures.

8.2 The Customer Services section from Sunderland City Council is also working together with their counterparts at Gentoo to share customer intelligence to support service delivery, particularly sharing messages and improving response times to address service requests.

9. Strategic Land Management (SLM)

9.1 Phase Two of the SLM Project is well underway. All council owned land has now been inspected and work has begun with Land and Property Services to carry out the data cleansing with help of two Officers from the SWITCH Team.

9.2 The next step is to use the gathered data to prepare the Geographical Information System (GIS) information layers that will populate the initial SLM viewer. This will include layers showing land maintenance costs, Gentoo land ownership, leasehold and Customer Service data. The completed SLM viewer will be tested and then presented to a future meeting of Area Committees.

Recommendation:

Area Committee is requested to:

- Note the report and receive further updates regarding any issues arising from the intelligence group.

Contact Officer: Helen Peverley, City Services, Tel: 0191 561 7532
Email: Helen.peverley@sunderland.gov.uk

Community Action: Review Progress

Priority	Issue	Date	Evidence and/or Data Source	Next steps/Options	Funding Application (SIB/SIP)	Lead Agent	RA G
2009/10							
Target underage drinking - drinking dens	Reduce incidents of alcohol related ASB	Nov 2009	1. Police Queries 2. Members Issues Log & 2009/10 Work Plan 3. Local Confidence Survey	Community Police – patrols Trading Standards carrying out a number of initiatives - Advisory visits to premises, test purchases; operations ongoing.		Safer Communities Team Police	
Raise aspirations of children, young people and their families	Increase the take-up of adult learning opportunities	Nov 2009	1. Family Adult and Community Learning statistics 2. Connexions 3. College stats 4. 09/10 work plan	Committee to receive updates on a review of learning provision, 2010/11 work plan. Agreement has been reached on a new procurement process that should enable more local VCS providers to deliver adult learning. However, funding is per learner, rather than full cost recovery, which can hinder some VCS organisations. A report for the Directorate is being drawn up. The results of further discussions will be reported to committee.		Sandra Kenny	
	Provide support for children and their families	Oct 2010		Impact Family Services project to provide support to children in schools facing bullying. Supports the Anti bullying Strategy.	SIB £9,900	Hazel Brunton	

Improve local parks and unsightly land	Improve living space	Jan 2010	1. Ward Visits 2. Members queries 3. AC Issues	Area Committee to consider recommendations from Environment Task and Finish Group.	Future applications	Les Clark	
		Dec 2010	Log & 2009/10 Work Plan	Improvements to Tunstall Hills allotments	SIB £10,000	Allotment Assoc/ Ethel Wilson	
Provide comprehensive support in order to increase employment opportunities	Prepare people for work opportunities	Mar 2010	1. Members queries 2. AC Issues Log & 2009/10 Work Plan	With the launch of the Economic Masterplan in October 2010, specific area reports on the governance and agreed activity will be provided and will be subject to updates via the Ward Bulletin.		Andrew Perkin	
Develop an holistic approach to raising adult's skills, aspirations	Provision for 'hard to reach' individuals	Mar 2010	1. Members queries 2. AC Issues Log & 2009/10 Work Plan 3. Hanlon data	City wide audit to identify skills gaps for vacancies over next 12 months underway Sunderland Learning Partnership will continue to develop an holistic approach – Issues log to be updated quarterly Improved adult learning opportunities		Andrew Perkin	
2010/11							
Environment and Street Scene, including Shopping Centres	Tree planting	July 10	1. Litter hotspots 2. Member's queries 3. Customer complaints 4. Task & Finish Group	Application deferred by October's committee.	£90,000 SIP application	Keith Hamilton	
	Thorndale Road shops	July 10		Phase 1 environmental works have begun. Designs are being drawn up for the shops, negotiations will commence with the owners. Phase 2 will consist of works to properties (once agreement reached or enforcement action taken) and additional street and highway works. Report to this Area Committee. However, due to the sodden nature of the ground and the subsequent inclement weather, there has been little progress since the last committee. Once weather conditions allow, these works will be completed	£18,000 funding through emergency protocols. £30,000 SIB to complete (with Pallion)	Les Clark	
	Pallion shops	July 10		Costs have been drawn up and works are due to begin. Report to this Area Committee. Work	£30,000 SIB to complete (as	Les Clark	

				progress as per Thorndale Close.	above)		
Traffic and Parking	Ettrick Grove traffic calming	July 10	1. Issues Log 2. Police stats 3. Traffic Team 4. Customer feedback 5. Gentoo 6. Traffic surveys 7 Accident stats 8. Task and Finish Group	Proposals not pursued on an area level and are seen as strategic city wide issues. Report being drawn up.		Stephen Pickering	
	Ped crossing at Farringdon School	July 10					
	Dropped kerbs	Sept 10		Presented to Members		Andrew Jackman	
	Provision of accident stats	Sept 10					
Health and Well Being	Risk taking behaviour	Sept 10	1. Public Health Annual Report. 2. IMD 3. Adults in social care	Task and Finish group met December 15. Report to this committee. Project proposal to approve in principle.	SIB £30,000 (up to)	Gillian Gibson	
				Increased provision and community activity at Silksworth Cricket Club	SIB £36,000	Graham Kelly	
Youth and Play	Identifying gaps in services	July 10	1. Members queries 2. AC log 3. Service review	Play and Urban Games Strategy: £192,000 project developed for South Hylton, incorporating play and open spaces. Section 106 match funding, contribution from Gentoo.	SIP £75,000	Julie Gray	
Reducing ASB and Secondary Fires	Reducing secondary fires	Sept 10	1. Members queries 2. Issues Log 3. N'bria Police stats	West and South LMAPS have developed an engagement strategy to help alleviate an increase in secondary fires. Phoenix Project has won National Training Award.		Peter Iveson	
	Tackling ASB	Sept 10	4. LMAPS 5. T&WFRS stats	West and South LMAPS have commenced a West multi agency strategy to tackle ASB hotspots through additional multi agency patrols, signposting and engagement with		Insp. Kevin Jones	

				families. The project is funded until March. The success of this approach has been raised with the Safer Sunderland Partnership's Business Support Group which will consider how to take the learning and best practice from these initiatives and identify a way forward.			
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SUNDERLAND WEST AREA COMMITTEE MEETING
5th January 2011

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Reviewing Progress

Author(s):

Chief Executive

Purpose of Report:

This report requests Area Committee consideration of proposals for the allocation of the Strategic Initiatives Budget (SIB) and Community Chest to support initiatives that will benefit the area.

This report denotes an item relating to an executive function

Description of Decision:

The Committee is requested to approve the following:

- Note the financial statement for Area Committee funding for 2010/11
Annex 1b: i) Approve 18 proposals for support from the 2010/11 Community Chest
- Annex 1c: i) Approve three proposals from the 2010/11 SIB budget:
 1. £9,900 for Impact's 'Ear For You' project;
 2. £10,000 for Tunstall North Allotment Assn's 'Environmental Improvement' Project;
 3. £36,000 for Silksworth Cricket Club's 'Facilities Renewal' project.
ii) Approve the following proposal from the SIP budget:
 1. £75,000 for the City Council's 'South Hylton Environmental' project;
 2. £90,000 for the City Council's 'Tree Planting' project.

Is the decision consistent with the Budget/Policy Framework? Yes

Suggested reason(s) for Decision:

Each Area Committee has been allocated a minimum of £200,000 per annum from the Strategic Initiatives Budget to promote action on key priorities identified in the relevant Local Area Plan and to attract other funding into the area.

The Community Chest forms part of the Strategic Initiatives Budget and £250,000 is available for the scheme in 2010/2011; £10,000 for each Ward.

Strategic Investment Plan (SIP) was approved at Cabinet in March 2008. Included within the plan was an additional one-off allocation of £1.426m to Area Committees. The amount allocated to each Area Committee was the same as SIB allocation for 2008-09. SIP can only be used to deliver capital projects, deliver key priorities identified in the LAP with its main purpose to attract other funding into the area.

Alternative options to be considered and recommended to be rejected:

The circumstances are such that there are no realistic alternatives that could be considered.

Is this a "Key Decision" as defined in the Constitution? No

Is it included in the Forward Plan?
No

Relevant Scrutiny Committee:

Community and Safer City Scrutiny Committee
Children, Young People and Learning Scrutiny Committee
Environment and Attractive City Scrutiny Committee

SUNDERLAND WEST AREA COMMITTEE

5th JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

Community Chest, Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) - Financial Statement and Proposals for further allocation of Resources

1. Why has it come to Committee?

- 1.1 Area Committee has delegated budgets to allocate to specific strategic priorities identified in the Local Area Plan, with the overall aim to benefit the wider community and to attract other funding into the area. The report provides a financial statement as an up date position on progress in relation to allocating SIB, SIP and Community Chest.

2.1 FINANCIAL STATEMENT WEST AREA COMMITTEE FUNDING STREAMS 2010-2011. AS AT 5th JANUARY 2011

<u>Community Chest</u>			
	Community Chest Budget	Approvals total	Balance
Available funding 2010/11			
Barnes	£10,583	£4,238	£6,345
Pallion	£17,768	£2,856	£14,912
Sandhill	£22,297	£8,377	£13,920
Silksworth	£11,295	£5,381	£5,914
St Anne's	£10,058	£6,649	£3,409
St Chad's	£11,896	£11,005	£891
Total	£83,897	£38,506	£45,391

<u>Strategic Initiatives Budget (SIB)</u>				
	Committee Date	Budget	Approval totals	Balance
<i>List of approved projects from 2010-11</i>				
Silksworth Lake Improvements	30.06.10	£628,701	£15,000	£613,701
Community Leader's of the Future	30.06.10	£613,701	£11,543	£602,108
Anti Social Behaviour Fire Reduction	07.09.10	£602,108	£3,000	£599,158
Great Aspirations	07.09.10	£599,158	£52,421	£546,737
Next Steps	07.09.10	£546,737	£10,672	£536,065
Operation	16.09.10	£536,065	£41,108	£494,957

Freedom Sunderland Angling Festival	08.10.10	£494,957	£1,000	£493,957
Grace House North East	08.10.10	£493,957	£1,675	£492,282
Youth Almighty Bus Project	27.10.10	£492,282	£29,994	£462,288
Pallion Shopping Area and Thordale Road Phase 2	27.10.10 (Subject to appraisal and consultation)	£462,288	£30,000	£432,288
Parade Traffic Management Support	11.11.10 (Under Delegated Decision Process)	£432,288	£2,618	£429,670
Funding returned Sep 10		£429,670	£10,700	£440,370
Remaining balance			£188,331	£440,370

Strategic Investment Plan (SIP)

Wards eligible for SIP funding; Barnes, Pallion, Sandhill, St Anne's only

	SIP Budget	Approval totals	Balance
Available funding 2009-11	£233,230	-	-
Hastings Hill Path Improvements	£233,230	£30,000	£203,230
Thorndale Road Improvements	£203,230	£18,000	£185,230
Balance		£48,000	£185,230

2.2 Community Chest

2.2.1 The table below details the balances remaining to be allocated following the last meeting and the total of the project proposals received, which are set out in **Annex 1b**, together with the balances remaining should those proposals be approved.

Table 1: Community Chest Balance

Ward	Budget remaining	Project proposals	Balance
Barnes	£6,345	£879	£5,466
Pallion	£14,912	£1,897	£13,015
Sandhill	£13,920	£2,626	£11,294
Silksworth	£5,914	£530	£5,384
St Anne's	£3,409	£3,409	£0
St Chad's	£891	£600	£291
Total	£45,391	£9,941	£35,450

2.3 Strategic Initiatives Budget

2.3.1 Following the October 2010 Committee meeting £470,370 remained to be allocated during 2010/11. A further £30,000 was approved, subject to appraisal and consultation, for the Phase 2 works at Thorndale Close and at Pallion shopping area, leaving a balance of £440,370.

2.3.2 The following three projects, detailed in **Annex 1c**, are recommended for approval, as follows:

Impact Family Services	£9,900	Approve
Tunatall Allotments Association	£10,000	Approve
Silksworth Cricket Club	£36,000	Approve

2.3.3 Projects recommended for approval from the 2010/11 budget total £55,900. Should Committee approve the proposals, the remaining balance for the 2010/11 allocation will be £384,470.

2.4 Strategic Investment Plan (SIP)

2.4.1 Following the October 2010 Committee meeting, £185,230 remained to be allocated during 2010/11. There are two projects, detailed in **Annex 1c**, which are recommended for approval, as follows:

South Hylton Environment Works (SCC)	£75,000	Approve
Tree Programme (SCC)	£90,000	Approve

2.4.2 Should Committee approve the above proposals, the remaining balance for SIP will be £20,230.

Recommendations

Committee is requested to:

- Note the financial statement set out in section 2.1.
- Approve the 18 proposals for support 2010/11 Community Chest set out in Annex 1b.
- Agree the recommendations set out in Annex 1c (SIB/SIP applications).

Contact Officer: Richard Parry, Sunderland West Area Officer

Tel: 0191 561 1217; e-mail: richard.parry@sunderland.gov.uk

Annex 1b

COMMUNITY CHEST 2010/2011 WEST AREA
PROJECTS PROPOSED FOR APPROVAL

Ward	Project	Amount	Allocation 2010/2011	Project Proposals	Previous Approvals	Balance Remaining
BARNES	Barnes Park Ladies Bowls Pavillion - Purchase of new extractor fan and lights.	179				
	Eden Vale Residents Association – Contribution towards room hire, stationery, printing etc.,	400				
	Celebrating West's Volunteers Project – Contribution towards event costs. (Emergency Delegated Project)	300				
	Total		10,583	879	4,238	5,466
PALLION	'StreetCheer' – Purchase of equipment and costumes.	247				
	Lambton Street Under 14 F.C. – Purchase of all weather training tops.	350				
	Sunderland Sports Fund – Contribution towards purchase of trophies etc., for winning children.	500				
	Lambton Street Youth Centre Under 18's F.C. – Purchase of equipment and training kit.	800				
	Total		17,768	1,897	2,856	13,015
SANDHILL	Celebrating West's Volunteers Project – Contribution towards event costs. (Emergency Delegated Project)	300				
	Grindon United Reform Church – Contribution towards Christmas party. (Emergency Delegated Project)	326				
	A690 Youth Project 'Mini Motors' – Contribution towards purchase of safety equipment. (Emergency Delegated Project)	2000				
	Total		22,297	2,626	8,377	11,294

SILKSWORTH	Centenary Recognition in Girlguiding – Contribution towards Centenary events, gifts etc.,	90				
	Venerable Bede School – Contribution towards Spanish International Day.	140				
	Celebrating West's Volunteers Project – Contribution towards event costs. (Emergency Delegated Project)	300				
	Total		11,295	530	5,381	5,384
ST. ANNE'S	St. Thomas Church – Contribution towards refurbishment of kitchen, sink, taps, water heater etc.,	500				
	Celebrating West's Volunteers Project – Contribution towards event costs. (Emergency Delegated Project)	300				
	St. Anne's Ward – Contribution towards hanging baskets etc.,	2,609				
	Total		10,058	3,409	6,649	0
ST. CHAD'S	Lakeside Ladies Club – Contribution towards 20 year anniversary dinner and trip.	500				
	The New Wednesday Social Club – Contribution towards social evenings, refreshments, bingo tickets, prizes etc.,	100				
	Total		11,896	600	11,005	291
Totals			83,897	9,941	38,506	35,450

Annex 1c SIB/SIP Funding Applications

Application No.1

Name of Project	Ear for You
Lead Organisation	Impact Family Services

Total cost of Project	Total Match Funding	Total SIB requested
£12,150	£2,250	£9,900
Project Duration	Start Date	End Date
8 months	January 2011	August 2011

The Project

The project will develop a service offering one to one support for children and young people who have/are experiencing bullying issues, or other social issues (eg domestic violence, family breakdown or family substance use), which is then affecting their attendance at school; and provide advice and support for their parents. Referrals can come from children and young people, parents, schools and other agencies. The project will meet with the child or young person to discuss the issues, meet with the family members to give coping strategies and offer support and then arrange a meeting with the school to put together a support package to allow the young person to return safely to school. The project would source suitable youth services for those children who are identified as isolated, they would be given support to access the services. The situation would be monitored to ensure the support plan is working. In addition to providing additionality in terms of youth provision it will also impact upon the NEET cohort, as young people will be supported back into education, helping them to reach their full potential.

Need for Project

The Children's Trust undertook a city wide survey in 2007 with children and young people in the area, it identified that not only children and young people, but also schools and teaching staff required additional support around bullying and how to resolve bullying incidents. The Children's Trust conducted a recent survey which highlighted children and young people across the City felt that bullying was one of their main concerns. CAMHS service is available, but only for children and young people who display high levels of need, for example, self harm. A gap exists for people who do not fall into this category.

The Head of Safeguarding, Children Services, has confirmed that the project is in addition to core services and complements the Anti Bullying Strategy. Evidence from this project is to be used to support funding applications to the Children's Trust and national trusts.

Outputs for Projects

Output	Target 2010/11
L2: No. of people accessing improved advice and support	46

Financial Information

Item and Description	Total Costs
Staff and Project Costs	£9,127
Travelling expenses	£300
Office, stationary and resources	£2,723
Total	£12,150

Application No.2

Name of Project	Environmental Improvements to Tunstall Hills North Allotments
Lead Organisation	Tunstall Allotments Association

Total cost of Project	Total Match Funding	Total SIB requested
£14,300	£4,300	£10,000
Project Duration	Start Date	End Date
4 months	February 2011	July 2011

The Project

The project is to improve 1,692 square metres of internal roadway and footpaths to provide better access for allotment users. This will improve general access, in particular access for disabled users, people in wheelchairs and motorised wheelchairs.

Need for Project

The existing footpaths are in a poor condition, which makes it difficult for members to take part in their activity and ensures that the allotments are, effectively, inaccessible to those with mobility difficulties.

Outputs for Projects

Output	Target 2010/11
A1: Number of improved community facilities	1

Financial Information

Item and Description	Total Costs
Installation of paths and footways	£14,300
Total	£14,300

Application No.3

Name of Project	Facilities Renewal
Lead Organisation	Silksworth Cricket Club

Total cost of Project	Total Match Funding	Total SIB requested
£60,000	£24,000	£36,000
Project Duration	Start Date	End Date
10 months	January 2011	May 2011

The Project

The project is to refurbish the club's changing and social facilities to enable it to be fully utilised and develop for the benefit of the wider West area.

Need for Project

Cricket is a priority sport in Sunderland and the Club is losing members due to its poor facilities. This project will bring its facilities up to standard and enable the club to work in partnership with the City Council to improve opportunities for the population of the West. Existing work with schools can be enhanced, as well as links with Portland School. The club will form a community sporting hub and will promote community cohesion and women's sport. The project strategically

fits under Healthy, to improve access to sport and leisure, in addition to complementing the Council's Cricket Strategy.

Outputs for Projects

Output	Target 2010/11
A1: Number of improved community facilities	1
A2: Number of people using improved facilities	30
A3: Number of community/voluntary groups supported	3

Financial Information

Item and Description	Total Costs
Heating system	£8,000
Wind and waterproof, installation of disabled toilet and ramp	£38,000
Insulation and cladding	£14,000
Total	£60,000

Application No.4

Name of Project	South Hylton Environmental Improvements
Lead Organisation	Sunderland City Council

Total cost of Project	Total Match Funding	Total SIP requested
£192,000	£117,000	£75,000
Project Duration	Start Date	End Date
10 months	July 2011	March 2012

The Project

The project will develop three outdoor spaces, in three individual areas of South Hylton, which will ensure the area has a range of exciting, stimulating and useable outdoor community spaces. The facilities will be utilised by all of the community, providing outdoor play and recreational opportunities for the community which are free of charge.

In Meadow Grove environmental improvements will be made to clear, tidy and enhance the environment through landscaping, which will provide a usable community green space.

Ford Oval would provide a dedicated play area, a green space / sports training area, which could be utilised by children, young people & clubs.

Hylton Road Playing Fields would offer residents the opportunity to access and utilise an activity trail around the perimeter of the field, in addition to improving the football pitch drainage.

Need for Project

The Play and Urban Games Strategy highlights this area as a priority for the development for free play activities for young people, this includes the provision of high quality play facilities with 1km from their homes.

The current nearest play area is at King George V Playing Fields, Portsmouth Road and the Blackie

The Football Investment Strategy recognised that the playing pitches at South Hylton while of an adequate standard, had started to deteriorate due to additional activities including informal play and access by bikes. As a result the pitch have seen the numebr of games being cancelled each season increase. By improving the drainage and carrying out some basic pitch

improvements this will increase the capacity of the fields to cater for more teams to use during weekends and for local residents to access as an informal kick about area.
 Gentoo, through residents comments, and Ward Councillor feedback has identified the need to improve the amenity space at Meadow Grove
 A comprehensive consultation process has commenced with local residents to fully identify needs and aspirations for the area.

Outputs for Projects

Output	Target 2010/11/12
L9: Number of new play services provided	2
A2: Number of people using improved facilities	1,200
H2: Number of people engaged in sports activities	720

Financial Information

Item and Description	Total Costs
Design, project management and build of the play park, activity area, pitch improvement and the provision of enhanced community space.	£192,000
Total	£192,000

Application No.5

Name of Project	Tree Planting Programme
Lead Organisation	Sunderland City Council

Total cost of Project	Total Match Funding	Total SIP requested
£90,000	£0	£90,000
Project Duration	Start Date	End Date
4 months	January 2011	March 2011

The Project

The project will deliver a planting programme of approximately 150 semi mature trees to improve the environment of the Premier Road/European Way corridor.

Need for Project

Sunderland has a lack of trees. This project will enhance the natural environment and contribute to measures to tackle green house gasses and the ecology of the area. The project strategically fits under the work plan for 2010-11; to engage in environmental improvements.

Outputs of the Project

Output Code	Target 2010/11
A4 number of programmes to improve the appearance of the area	1

Financial Information

Item and Description	Total Costs
Purchase and installation of 150 trees	£90,000

SUNDERLAND WEST AREA COMMITTEE

5th JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

Strategic Initiative Budget (SIB) and Strategic Investment Plan (SIP) Report: 'Community Leaders of the Future'; Education Business Connections

1. Why has it come to Committee?

- 1.1 In October the Area Committee received an interim progress report on the performance of projects funded by the committee. In the report the 'Community Leaders of the Future' project was noted as having significantly failed to achieve its outputs. This report is to notify committee of what actions have been taken since the last meeting when it was reported
- 1.2 Members will recall the project was awarded £11,543 in June 2010 to deliver a 16 month project developing enterprise and entrepreneurial skills in young people, supported and mentored by voluntary sector projects. The project had originally been deferred from January 2010 and four of the City's five areas are funding a 'Community Leaders of the Future' project. The performance summary for the last quarter (July – September) is below.

Community Leaders of the Future Education Business Connections	Output Target	Output Actual	Progress Indicator	Spend Target	Spend Actual	Progress Indicator
No. of people employed in voluntary work	20	0		£2,020	£1,174	
No. of additional young people benefiting from youth inclusion/diversionary projects	20	0				
Number of community/voluntary groups supported	0	0				

2. Actions to date

- 2.3 Members will recall that a meeting was planned with Education Business Connections (EBC), the project lead, to discuss the performance and measures necessary to ensure that targets and outputs could be met.
- 2.4 A series of meetings have been held with EBC and information has been gathered Around a number of questions asked of the project. As part of the normal protocol, financial claims from EBC are not being progressed until matters are resolved.
- 2.5 To date, the matter remains unresolved and is the subject of continuing information gathering and discussion with EBC. Officers from other relevant sections of the Council are also involved.

Recommendations

- Committee is requested to note the report and receive a further update.

Contact Officer: Richard Parry, Sunderland West Area Officer
Tel: 0191 561 1217; e-mail: richard.parry@sunderland.gov.uk

SUNDERLAND WEST AREA COMMITTEE

5 JANUARY 2011

REPORT OF THE CHIEF EXECUTIVE

INFLUENCING PRACTICE, POLICY AND STRATEGY

Refreshing the West's Local Area Plan (LAP)

1. Why has it come to Committee?

- 1.1 It was agreed at the beginning of the municipal year that Committee would lead on refreshing their LAP between January 2011 and March 2011. To support Committee throughout this process information has been provided on four main elements; what people are telling us; developments to be considered; a proposed framework for managing the refresh and; recommendations, including terms of reference.
- 1.2 The Area Committee, over the last 3 years, has been provided with significant citywide and local strategic information. In addition, partners including the community and voluntary sector have fed information into the Committee process that has resulted in the development of the West Local Area Plan and the Committee's annual work plans. The Plans have not only identified key priorities, but through the establishment of Task and Finish groups, supported the Committee in influencing the provision of public sector service delivery at a local level and focused the allocation of its delegated budgets to deliver actions to address those priorities.

2. What residents are telling us

- 2.1 Feedback from residents has now been collected over the last year, and this information will be used to provide a focus on what improvements need to be made, at an area level, from a resident's perspective.
- 2.2 Area Committee have the opportunity of using this information when refreshing their LAP and establishing their work plan for 2011-12. The work of the Committee could then significantly address residents' perspectives of their neighbourhoods and provide for an understanding of the outcomes of the Area Committee's actions.
- 2.3 What Does This Mean to the West??
By understanding what residents are saying we can start to build a picture of what really matters to people living in the neighbourhoods and communities within the West area. We can then use this information to help inform decisions and meet local people's needs when deciding on area priorities. As a starting point, the information provided from residents' feedback in the 2009 Place Survey has been cross referenced with a number of other sources (see background information, below) to identify emerging priority issues. The initial findings would indicate that the priorities for West residents are:
 - Activities for teenagers
 - Job prospects
 - Level of crime (predominantly youth disorder and ASB from teenagers)
 - Road and pavement repairs and speeding and dangerous driving

It should be noted that this is the very first stage of the process and actual priorities selected by Committee may not reflect the initial findings.

2.4 Activities for teenagers

By analysing information available, the Committee will be better able to understand what elements of activity for teenagers need to be considered if this is chosen as a priority.

Issues to consider at this stage:

- Rating for satisfaction with children's facilities is higher than City average;
- The area has the highest perception of young people 'hanging around';
- Teenagers hanging about on the streets is a top priority for residents;
- The issue has already been highlighted by the West Area Committee as part of the 2010/11 work plan;
- The link to youth disorder and ASB from teenagers (see Level of crime, below).

2.5 Job Prospects

By analysing information available, the Committee will be better able to understand what elements of job prospects need to be considered if this is chosen as a priority. Issues to consider at this stage:

- Number of residents citing job prospects as one of the most important factors in making somewhere a good place to live has increased in the past year;
- 18-24 year olds are more likely to feel job prospects are in need of improvement;
- Work, employment and careers are important to young people.

2.6 Level of Crime

By analysing information available, the Committee will be better able to understand what elements of crime need to be considered if this is chosen as a priority. Issues to consider at this stage:

- The perception of levels of Anti Social Behaviour (ASB) in the West area is in line with the city average;
- People using or dealing drugs have been highlighted as an issue;
- The crime rate is considerably lower in all the wards of the West area than the city average;
- The links between feelings of community safety and a cleaner, greener area;
- The link to activities for teenagers (see above);
- Reducing ASB has been identified by West Area Committee as an issue for the 2010/11 work plan.

2.7 Speeding and/or Dangerous Traffic

By analysing information available, the Committee will be better able to understand what traffic and highway issues need to be considered if this is chosen as a priority. Issues to consider at this stage:

- Speeding/dangerous driving is highlighted as a problem more often in the West area than other areas in Sunderland;
- The West Area Committee have raised this issue as part of the 2010/11 work plan.

3. Other Factors for Consideration

3.1 There are a number of strategic and service developments that need to be taken into consideration when developing the LAP, such as;

- Community Strategy
- Corporate Improvement Plan
- Environment and Attractive City Scrutiny Committee: Sunderland 'The Place' Policy Review 10/11
- Child and Family Poverty Strategy

- Economic Masterplan
- Budget Framework
- Local Development Framework
- West Area Committee's Work Plan 2010-11

Such documents will both inform and be informed of the LAP and be strategically aligned to the work of the Area Committee.

4. Proposed Consultation Framework

- 4.1 Consultation is a key part of developing a well informed LAP. It is recognised that the whole community should have an opportunity to participate in the consultation process, with elected members, receiving support from partners to drive the consultation process forward.
- 4.2 Consultation and community engagement are therefore fundamental foundations in developing LAPs, which will inform the refreshed Sunderland Strategy. During November, the Area Co-ordination Team concentrated on analysing resident surveys, requests for services, feedback from Community Spirit, outcomes from the State of the City Debate and Youth State of the City, VCS Area Networks and key facts and performance data as gathered through our Area Regeneration Framework Profiles: the findings of which are shown in Section two of this report. In order to ensure an inclusive approach a consultation framework will be applied.
- 4.3 **Stage One: 10 January 2011**
Present desk top research to West Area Committee, building a picture of what people are telling us needs improving and their top priorities to address.
- 4.4 **Stage Two: January-March 2011**
Committee agree to establish a Task and Finish group made up of elected members and partners (see Annex 1). The group, if agreed, will commit to actively working outside of the Committee cycle between January and March 2011 to consider what people are telling us. They will bring information forward, relevant to the area, about key strategies and Partner/ Directorate delivery plans for the forthcoming year; raise the profile of any local research, project interventions or initiatives being delivered, quality control information supplied and propose suitable performance measures to enable the production of the first draft of LAP. This will include key priorities that will be provided for the Area Committee to consider.
- 4.5 **Stage Three: March-April 2011**
The Draft LAP, including key priorities, will be provided to the Area Committee for agreement. There will be a commitment to consult with a wide mix of residents, for example, young and old, from different communities, and interests, to ensure the information collected is unbiased. Groups to be consulted could include, for example, those active in the West area highlighted in Annex 2. Committee also have an opportunity to add further groups, for example, Local Multi Agency Problem Solving Groups (LMAPS). All elected members will receive notification of meetings held within the area.
- 4.6 **Stage Four: April 2011-May 2011**
The Task and Finish Group will capture feedback, refine the LAP and develop an action plan, including performance measures, reporting their findings to Area Committee for agreement.
- 4.7 **Stage Five: May 2011**

The final design to be provided to Elected Members prior to the release to local partners and residents. The LAP will then be widely communicated with two versions produced, one version being a special edition of Community News for residents, the second, being a working document for Committee to deliver against throughout 2011/12.

4.8 Stage Six: October – November 2011

Bi-annual performance report presented to Committee, to advise Committee on progress on activity.

5. Recommendations

Committee are asked to agree the following:

- Establish a LAP Task and Finish Group and note the terms of reference for the group, outlined in Annex 1.
- Nominate and agree the membership of the group.
- Agree the proposed consultation framework outlined in Section 4.
- Note the findings of the report and agree to receive a further report in March 2011.

Annex 1: Terms of Reference

Annex 2: Community/residents' groups in the West

Background papers

- Place Survey 2009
- Safer Sunderland Partnership: Confidence Survey 2010
- Community Spirit Panel: Sustainable Communities
- State of the City Debate 2010
- Youth State of the City Debate 2010
- Mini Youth Inc Events 2009
- VCS Area Network 2010 meetings
- Customer Service Requests: Quarter three 2010
- Local Area Plan 2010/11

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Item 4: Annex 1: Local Area Plan (LAP) Task and Finish Groups: Guidance Notes

Membership

The LAP Task and Finish group be chaired by the Area Chair, or nominee, and will include Councillors, LSP representatives, officers, and experts. Sub groups and advisors may be appointed, if necessary, and their terms of reference will be agreed by the Task and Finish group.

Frequency of Meetings

The group will agree the frequency and intervals of its meetings in order to achieve its purpose and specific duties within the timescale agreed by the Area Committee.

Purpose of group

- Consider what local people are telling us about improvements, priorities and satisfaction levels of service delivery.
- Commit to actively work outside of Area Committee between January 2011 and March 2011.
- Act as a hub of area information and intelligence relating to strategies, delivery plans, research, interventions and initiatives being delivered in the area.
- Quality control information supplied.
- Propose suitable performance measures against future priorities.
- Present draft priorities and LAP to Area Committee to agree before consultation framework applied.
- Consult on draft priorities and LAP with residents and partners.
- Capture feedback from consultation exercise and refine LAP.
- Present final LAP to Committee for consideration.

Budgetary responsibility

No budget is assigned to the Task and Finish group. Individual Area Committees may agree to align a percentage of their SIB budget to a Task and Finish group to address the priority identified in the work plan, however requests for funding would need to be endorsed by Area Committee, or through the emergency protocol.

Communication by the Group

- The group shall be responsible for keeping the Area Committee updated on progress via the Area Officer using the following mechanisms:
 - Sunderland website and Area Action Plans
 - Ward e-bulletin and Coalfield Community Newsletter
 - Update reports at Area Committee meetings.
- Any other appropriate means identified by the task and finish group
- A schedule of action, identifying Lead and deadline dates will be produced within 7 working days of any meeting and circulated for action, with regular updates.

Limits of group

The task and finish group have no decision making powers. Recommendations of the task and finish group will be discussed and endorsed by the Area Committee.

Item 4: Annex 2:

Community and Residents Groups within the west

Many local groups share a common goal to improve their neighbourhood or area. By working with these groups Area Committee can gather further insight into what is important to local people. The following information provides an overview of some of the groups Committee may wish to include in the consultation process.

- Volunteer Centre
- St Mary and St Peter's Community Project
- Social Enterprise Sunderland
- Thorney Close Action and Enterprise Centre
- Age UK West
- Springboard
- Pennywell Community Centre
- Pallion Action Group
- Grindon United Reformed Church
- Four Seasons Activity Centre
- Tansy Centre
- Sunderland Carers' Centre
- Voluntary and Community Action Sunderland
- Pennywell Youth Project
- Jubilee Centre
- A690 Youth Project
- Groundwork
- Youth Almighty
- Education Business Connections
- Grindon Community Association
- South Forum
- Grindon Area Neighbourhood Forum
- Ford, Pallion and Millfield Community Project
- Pennywell Neighbourhood Centre
- Durham Wildlife Trust
- Silksworth Heritage Group
- Plains Farm Community Initiative
- Lakeside and Gilley Law Community Centre
- Lakeside tenants and Residents Association
- Sunderland Link
- Voluntary Sector Youth Forum
- Alzheimer's UK
- Grindon Action Technology Enterprise Services (GATES)
- Fiscus
- Sangini
- Friends of Barnes Park
- Lambton Street Fellowship
- St Luke's Neighbourhood Trust
- Gentoo Residents Groups
- Schools (via cluster managers)