

## PLACE BOARD

Area Priority	Outcomes/Actions	Suggested Actions/Projects	Progress/Updates
Support for local shopping centres	Improve physical environment in local centres	Engage traders in 'Love Where you Shop' type activity. Encourage local retailers to improve their own shop and shopping area by delivering small scale physical environmental projects.	<p>This will be included in the next phase of the Retail Support project. Local organisations and traders are becoming involved in 'clean ups' and 'litter picks' in the local community.</p> <p>A litter pick, organised by Houghton Heritage Society, in February 2017 was supported by local Councillors, residents and volunteers from Costa in Houghton le Spring.</p>
July 2016	Continue retail and business support for local and independent traders	Consider findings of the SIB project evaluation being carried out	Following a Call for Projects, a proposal submitted by the Business and Innovation Centre (BIC) was approved by December Area Committee. The project commenced in February 2017. Tony Carlin, lead on the project, will attend a future Place Board meeting to discuss plans and progress with members.
		Support Traders groups and associations in Hetton, Houghton and Shiney Row	<p>This will be progressed further by the BIC as part of their new Shopping Centre Support programme. Houghton Traders Association (HTA) continues to be supported by Elected Members and Council Officers. Traders in Shiney Row and Hetton, Market Street are being encouraged to work collectively to achieve joint priorities.</p>
		Develop a retail support package for smaller, local shopping areas such as Easington Lane and Fencehouses	<p>Consultation with traders in Easington Lane and Fencehouses took place in November 2016 and nine businesses have been supported to further develop their trade. Suggestions for future action include:</p> <ul style="list-style-type: none"> <li>Review the mix of shops and identify any product ranges that</li> </ul>

			<p>are not currently available.</p> <ul style="list-style-type: none"> <li>• Determine if it is possible to have specific events that would promote the shopping centres.</li> <li>• Continue to develop destination shops that specialise in specific products and services.</li> <li>• Introduce digital technology to the business owners by educating them of the benefits of social media.</li> <li>• Launch a community initiative such as Easington Lane in Bloom.</li> <li>• Link the daytime, evening and leisure sectors as they merge as part of people's social life.</li> <li>• Support start-up businesses to ensure long-term survival.</li> </ul> <p>These suggestions will be reviewed by the Shopping Centres Support programme.</p>
	Develop initiatives to increase footfall in local shopping centres	<p>Encourage traders to become involved in Houghton Feast as an opportunity to promote the shopping offer in Houghton.</p> <p>Traders are now being supported to take forward the Shiny Christmas market which has increased awareness of retailers and increased footfall within the shopping centre</p>	<p>The new retail support project will include promotion of Houghton Feast to local traders.</p> <p>The Shiny Christmas event took place on 1 December 2016. In future, local traders will become more involved in the planning and delivery of the celebration event and market stalls, in partnership with ShARP and other local organisations.</p>
Environmental improvement and education	Continue delivery of Love Where You Live (LWYL) activities	Develop a programme of activity via the VCS Network	<p>A joint approach with colleagues from Gentoo, Groundwork, SNCBC and local schools is being developed to identify and target areas for the delivery of environmental and educational programmes.</p> <p>The final phase of the 'Neglected Land' project at Easington Lane will work with local residents and pupils from the primary school to deliver an</p>

September 2016			<p>educational programme. A poster competition has taken place.</p> <p>The Place Board recommended that an educational programme and a series of small physical improvement projects be developed and a total budget of £85,000 SIB was approved at December Area Committee to support the 'Environmental Improvement and Education' priority. Recommendations are contained in Item 5 Area Budgets Report.</p>
	Increase partnership working with Place Management Services to improve local sites and maintain improvements		This will be progressed further as the development of the above programme takes place.
	Support 'Friends of' groups		<p>Friends of Herrington Country Park attend the VCS Network and promote activities and volunteer opportunities via the Information Sharing items.</p> <p>Support is being given to the Friends of Hetton Lyons Park to carry out improvements in the park in partnership with Springboard and Sunderland City Council.</p>
	Encourage local residents to participate in maintaining the local natural environment and develop associated skills	Identify a process or protocol with Place Management Services regarding community and volunteer involvement	Place Board has discussed the involvement of residents and community groups and is establishing an agreed way of working with Place Management colleagues. The 'Environmental Improvement and Education' programme as described above will develop this element of working further.
Make better use of land and greenspace	Promote availability of greenspace for recreation and play	Raise awareness amongst residents, community groups and partners of the availability of open spaces across the area	Local Celebrations programme delivered during the summer, promoted the use of local greenspace for family activities
November 2016	Support people to access greenspace for health benefits	Through the VCS Network, arrange and support activities for local people	Two access to greenspace projects have been developed under the 'Social Isolation' priority. ELCAP and

			Groundwork North East are both running projects to encourage and support people to get out and about in local parks and greenspaces.
	Support allotment associations to become self sufficient		Self supporting allotment groups have accessed Community Chest funding to further develop their groups/associations.
Celebrate local events and heritage	Support long standing and historical events and celebrations taking place in local communities	In partnership with the VCS Network develop a programme activity for 2016/17	A programme of activity including Remembrance Parades, Christmas Events and Banner Parades has been developed.
January 2017	Encourage and support local groups to plan and take part in local events	Place Board to identify a community heritage project to develop/deliver via the VCS Network	The Place Board and VCS Network groups have discussed themes for a Community Heritage project. The project will focus on George Stephenson and a request for funding is contained in Item 5 Area Budgets Report.
		Improve promotion and marketing of existing and new events	Information sharing amongst VCS Network members has been strengthened via a weekly Info Share. Any events or activities developed via the Place Board will be promoted with posters, flyers, social media and weekly info sharing.