

PLACE BOARD

| | Area Priority | Outcomes/Actions | Suggested Actions/Projects | Progress/Updates |
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| 1 | Support for local shopping centres Feb 2016 | Improve physical environment in local centres | <p>Develop physical improvement schemes in local shopping areas</p> <p>Work with Network Management to develop a 'town centre review' on the traffic management in Newbottle Street</p> | <p>A number of suggestions such as decorating shop fronts and decorative street signage were explored and discussed by the Place Board in February 2016. It was felt that the current Retail Support project funded via SIB was the best way to engage with individual independent traders to support them with small grants to make external improvements to the premises where relevant. A pilot programme will extend this offer to Easington Lane and Fencehouses.</p> <p>A Town Centre Review Working Group consisting Houghton Traders Association (HTA), elected members, Northumbria Police and Sunderland City Council Highways team has been set up to look at current and suggested traffic and parking restrictions in and around Newbottle Street.</p> <p>A draft proposal has been developed and consultation with traders in Houghton has taken place. A further meeting with Highways officers is to be arranged to discuss next steps.</p> |
| | | Continue retail and business support for local independent traders | Develop Phase 2 of the Retail Support project to deliver one to one support to 20 new businesses and continued mentoring support to a further 20 | An update on Phase 2 of the project was presented to the Board in February 2016. This phase is due to end in May 2016 and an independent evaluation will be carried out to assist members in their recommendations for further support. Members agreed this should remain a priority for 2016/17. |

Support for local shopping centres

Feb 2016

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| Develop initiatives/activities to increase footfall in local shopping centres | Support local traders and traders Associations/Forums to develop local events and take part in existing events (e.g. Houghton Feast) | <p>Houghton Traders Association now have representation on the Houghton Feast Steering Group.</p> <p>Shiney Row traders forum has again taken an active role in the development of a the Shiney Christmas switch on event including entertainment and market stalls. Traders are working more closely with the local community to develop similar activities and events using the shopping centre as a focus.</p> <p>Traders in Market Street, Hetton, are working with retail support experts BSupplied to develop a marketing campaign in order to raise awareness of what is on offer in Hetton (including Market Street).</p> <p>It is suggested that a working group is set up by Houghton Traders Association (HTA) to take this idea forward. Support will be available from Members and Officers.</p> |
| Extend Dementia Friendly Shopping Centre initiative | Further develop the current project within Houghton le Spring with Houghton Traders Association (HTA) and the Alzheimers Society | <p>Colleagues from the Alzheimers Society have produced an information leaflet for HTA and provided additional literature including tips for employers.</p> <p>The Dementia Friendly Recognition Process was launched two years ago and Houghton le Spring is one of 100 communities signed up. The process is now being reviewed and feedback from the Houghton project will be given to the central Dementia Friendly Communities team in London.</p> |
| Increase awareness of the 'Shop Local' brand | Support the delivery of marketing campaigns including social media | Market Street traders are being supported to develop a marketing programme. This is being discussed with BSupplied, who are delivering the Retail Support project. |

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| 2 | Environmental improvement and education Jan 2016 (tbc) | Continue delivery of the Love Where You Live (LWYL) Campaign | Produce a 'did you know....' fact sheet in partnership with Responsive Local Services (RLS) | In partnership with Groundwork North East, a litter awareness programme has been delivered at Hetton Primary School. The winning poster from the educational competition has been displayed across the area. |
| | | | Build on current projects such as 'Poo Watch' to develop further initiatives such as 'Litter Watch' and a recycling project | Shiney Row Childcare has taken part in a 'grow and eat' initiative, teaching children about plants and vegetables. The next phase of the project will focus on keeping the community clean and free of litter and will involve parents in activities. |
| | | Increase partnership working with Responsive Local Services) RLS to improve local sites and maintain improvements | Area Response Manager to attend Place Boards and Area Committee when relevant to keep members and partners updated on Street Scene issues | The Area Response Manager (ARM) presents update reports to each Place Board meeting. An update was given to the January and February Board meetings including flooding and winter maintenance. The new service specification for the area has been under development, in consultation with members, over the past 2 - 3 months. A series of meetings has discussed standards and frequencies of service. A special Area Committee in May 2016 finalised the plans for 2016/17. |
| | | Encourage residents to participate in maintaining the local natural environment and develop associated skills | Develop projects through the Health and Greenspaces programme | A 'Clean, Green and Lean' project to encourage the community to improve their wellbeing through practical environmental works on local greenspace commenced in October 2015. A number of sites have been identified in consultation with RLS colleagues. Residents and local schools will take part in 'green activity' small scale tasks to help keep local spaces accessible and tidy. |
| 3 | Make better use of land and greenspace Nov 2015 | Improve areas of vacant land | Maintain sites cleaned up as part of the Neglected Land project | In partnership with RLS colleagues the Council owned sites cleaned as part of the Neglected Land project continue to be monitored and maintenance works carried out where necessary. |
| | | Promote availability of greenspace for recreation and play | Install trim trails in Hetton Lyons and Herrington Country Parks | Colleagues in RLS are working in partnership with the Youth Offending Team and Probation to provide opportunities for meaningful community payback projects A selection of equipment was installed at both parks during December 2015. |

Make better use of land and greenspace

Nov 2015

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| Support people to access greenspace for health benefits | Support the training of volunteers and instructors to deliver activities | In partnership with Active Sunderland, training opportunities are offered to local organisations and volunteers via the VCS Network. |
| | Engage with volunteer programmes and community health provision e.g. Health Champions and Health Trainers | The Live Life Well Service mentor for the Coalfield area is engaged with local groups and the VCS Network to promote |
| | Deliver Community and Family events in each ward. | As part of the local events programme, events will be developed throughout 2016 in partnership with the VCS Network. A series of summer activities is planned for school holidays. |
| Deliver the Health and Greenspaces Project | Develop the Coalfield Cycle Network | An update on Health and Greenspace was provided to Area Committee in December 2015. The cycle network and 4PR are longer term projects which are under development. A further update will be provided in June 2016. |
| | Design and Deliver the 25k Four Parks Route (Herrington/Hetton Lyons/Elba/Rainton Meadows) | |
| Influence Core Strategy development | Invite Planning Policy Officers to consult with Place Board/Area Committee members at relevant stages during development of Core Strategy and allocation documents | The development of the Local Plan is underway and briefing sessions for members have taken place. A series of public consultation sessions has been provided and further information available on the Council website. |
| Complete Neglected Land and Allotments Working Group actions | Termination of Seaham Rd allotment lease | Negotiations are under way with the Landowner. Consultation is taking place with current tenants to establish a way forward. |
| | Complete former Forest Estate scheme | The final phase has now begun with the installation of boulders to the area adjacent Easington Lane Primary School. The site has been cleared and levelled in preparation for wild flower planting in 2016. An environmental education programme will also be delivered in the community to encourage people to take care of their local area. |
| | Complete Allotment Improvement project | The final phase of SIB funded improvements took place at 3 plots at Burnside and 13 at Urwin Street. All payments are now complete and the remaining budget of £5,918 will be carried forward to support allotment associations and groups. |

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| 4 | Celebrate local events and heritage Sept 2015 | Support long standing historical events and celebrations taking place in local communities | Develop SIB funding request to support regular events for 2015/16 (including Remembrance Parades, Miners Banner Parades and Christmas Events) | <p>The October Area Committee allocated £10,000 SIB and a core programme of activity has been developed by the Board.</p> <p>Costs associated with November 2015 remembrance parades in Shiney Row, Easington Lane, Houghton and Fencehouses have been met by this project. Shiney Christmas market and switch on event on 3 December organised by ShARP has been supported and a Christmas tree has been provided for Fencehouses Christmas festivities being arranged by Fencehouses YMCA.</p> <p>A Summer Celebration activity programme has been designed by VCS Network members.</p> |
| | | Develop and promote a programme of local activity with VCS Network members | Develop a community heritage project with local schools and groups to celebrate the mining heritage of the local area. | A community art project to celebrate the mining heritage of the area is now complete. Over 250 local residents took part in 17 workshops. They discussed the history of local mining and make 'pit tokens' from clay which were added to the lifesize model of a miner made by the artist delivering the project. The model was launched at an event at the Bethany Centre on 12 May. |
| | | | Recognise the 500th Anniversary of Bernard Gilpin in 2017 | |
| | | | Develop a calendar of events which can be shared with the local community | Information on local events and activities is circulated by individual organisations via the VCS Network and the VCAS weekly information sharing. The VCS Network is developing a Summer Celebration programme to celebrate the Queens Birthday and the Olympics and Paralympics 2016. |
| 5 | Influence the design, delivery and review of Place based services devolved to Area Committee | Influence Highways Maintenance Programme at an area level for inclusion in the Capital Programme 2016/2017 | | An update on the 2015/16 Highway Maintenance Programme was given to the Place Board in November 2015. The meeting also received information on the development of the 2016/17 programme. Locations for consideration in the 2016/17 programme were presented to the February 2016 Board meeting and recommendations approved by Area Committee in March 2016. |

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| | Public Protection and Regulatory Services (PPRS) - ensure Councillors can access Licensing and PPRS awareness training and are introduced to the Area Rep from PPRS for the Coalfield (Colin Rudd) | | Update on PPRS presented to Place Board in July 2015. Board discussed illegal tatoois and the profile of food hygiene ratings across Sunderland's food establishments, encouraging communities to 'check the scores on the doors' before purchasing food to encourage food premises to increase their food hygiene standards through local competition. |
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