

13 NOVEMBER 2017

REPORT OF THE CHAIR OF THE AREA PLACE BOARD

East Sunderland Area Place Board Progress Report

1. Purpose of the Report

- 1.1 In June 2017 the Local Area Plan's priorities associated with Place were referred to the East Sunderland Area Place Board to action on behalf of the Area Committee. This report provides an update on the work plan, as set out in Annex 1.

2 Key Areas of Influence / Achievements

- 2.1 Outlined below is a summary of the key areas of influence / achievements of the East Sunderland Area Place Board up to 31 October 2017.

Area Priority	Progress Report
Community Assets Register: Feasibility Studies Work Plan Reference (W.P.R) 1.1	<p>The Friends Group of Backhouse and Barley Mow Parks and Ryhope Terraces and Avenues both informally expressed an interest to the Council to consider transferring both Parks and a section of land known locally as the Store Fields, Ryhope over to the Groups.</p> <p>In June 2017 Area Committee appreciated that this is a major decision for both VCS Groups and to aid their thinking commissioned Groundwork North East to carry out individual feasibility studies to support the Groups in deciding whether or not to progress with a formal approach to the authority.</p> <p>In September 2017 the findings were presented to the Area Board for consideration and shared with colleagues in Property Services and Local Services. It was agreed to meet up with the Groups and local ward members to discuss next steps.</p>
Cleaner Communities SIB Update WPR 1.2	<p>In April 2017 The Box Youth Project, Back on the Map, Make Your Way, I.C.O.S., Groundwork North East and Blue Watch Youth Centre launched the East Sunderland Cleaner Communities programme aimed at delivering a range of environmental activity to improve the visual appearance of local communities with support of a £50,000 SIB grant.</p> <p>In September 2017 an interim performance report was provided to the Area Board indicating the progress of the programme. The data below refers to the combine statistics from all five wards between April – August 2017:</p> <p>1. 146 place based events delivered i.e. community clean ups, educational campaigns, etc.</p>

	<ol style="list-style-type: none"> 2. 1,316 black bags collected, along with bulky waste items. 3. 27.6 tonnes of rubbish removed off the streets. 4. 819 volunteers involved in delivering 2,372 hours of 'work' which equates to £26,092 in kind contribution. <p>The programme ends March 2018 with 41 further initiatives scheduled to be held between now and then. The Area Board noted the hard work delivered by the lead agents and welcomed the report.</p> <p>Running alongside this project it was noted the volume of recyclable street waste being removed off the streets and sent to energy plants instead of being sorted and recycled. With support from Place Management and J&B Recycling Ltd a 'Recycle Smart Scheme' hub has been set up in Ryhope by Blue Watch Youth Centre who will collect and sort street waste to be recycled.</p>
<p>Community Furniture Re-Use Network</p> <p>WPR 1.3</p>	<p>In May 2017 The Box Youth Centre and Make Your Way launched the East Sunderland Community Furniture Re-use Network aimed at reducing the amount of furniture which ends up being burnt at energy plants to make electricity by up cycling donated furniture and moving them onto the area's most vulnerable residents, with the support of a £48,000 SIB grant.</p> <p>In September 2017 an interim performance report was provided to the Area Board indicating the progress of the programme. The data below refers to the combine statistics for East Sunderland between April – August 2017:</p> <ol style="list-style-type: none"> 1. 29.3 tonnes of donated goods diverted from landfill. 2. 204 households have provided donations. 3. 63 households / vulnerable residents have benefited from the scheme. 4. 148 volunteers have engaged in the programme, delivering over 2,164 hours of 'work' which equates to £23,804 in kind contribution. <p>With the systems, processes and resources in place to deliver the re-use model publicity materials have been produced to raise awareness and profile of service along with a dedicated Facebook page 'East Re-Use Project'. Both organisations have opened stores to allow people to go a browse the items before claiming them.</p>
<p>Think BIG, Act Local</p> <p>WPR 1.4</p>	<p>In July 2017, the Area Board discussed the area priority 'Think BIG, Act Local' which is aimed at maximising opportunities to develop projects which enhance the unique characteristics of the ward. A budget of £125,000 was</p>

	<p>originally proposed and split evenly across the five wards, £25,000 each. Two applications have been submitted for Doxford and Millfield wards totalling £44,627 SIB, with the Area Board recommending approval of the both applications to deliver a 'Pride in Doxford' and a 'Millfield Reclaim the Lanes' programme, with future applications expected in March 2018 for Hendon, Ryhope and St Michael's wards. <i>(Detailed information is provided in the Area Budget report)</i></p>
<p>Influence the design, delivery and review of Place based services devolved to Area Committee</p> <p>WPR 2.2b</p>	<p>In September 2017 Place Board Councillors were requested to identify preferred locations for the installation of the new vehicle activation signs in their wards.</p> <div data-bbox="732 515 1190 837" data-label="Image"> </div> <p>The Area Board are recommending the signs are located at the following locations. An order of priority will be produced when the sites have been cross referenced with relevant data, customer service requests and visited to ensure suitability and be moved on a rotation basis, where applicable.</p> <p>Doxford</p> <ol style="list-style-type: none"> 1. Tunstall Bank (down from Venerable Bede) 2. Hall Farm Road 3. Doxford Park Way (in between the Inn Place and the rear of Mill Hill School) 4. Doxford Park Way (beside Moorside/East Moorside) <p>Hendon</p> <ol style="list-style-type: none"> 1. Villette Road <p>Millfield</p> <ol style="list-style-type: none"> 1. St Marks Road 2. Durham Road near to Fox Street junction <p>Ryhope</p> <ol style="list-style-type: none"> 1. Burdon Road (Cherry Bank) 2. Black Road <p>St Michaels</p> <ol style="list-style-type: none"> 1. Tunstall Road (bottom of Strawberry Bank and near to the junction with Holmlands Park), 3. Tunstall Vale and The Cedars. 4. Silksworth Lane (out of town shortly after the Barnes traffic lights) 5. Essen Way (travelling East towards Tunstall Road and Leechmere Road)

	The vehicle activation signs will be installed and monitored between December 2017 to March 2018 with an evaluation report being presented to Area Board in April 2018 to measure the impact of the programme during its first quarter.
<p>Celebrating the East Area's heritage and historical assets.</p> <p>WPR 4.1 and 4.2</p>	<p>In March 2017 Area Committee approved SIB against several projects which could deliver action on behalf of the area priority 'celebrating the East Area's heritage and historical assets'.</p> <p>In July 2017 Area Board were presented with a performance report which outlined the success of the celebration events, these were:</p> <ul style="list-style-type: none"> • 5 events held in East Sunderland • 122 volunteers were involved • 1,759 people attended and enjoyed the celebrations • 21 VCS partners were involved • £7,000 SIB was awarded <p>The Area Board noted the hard work delivered by the lead agents and welcomed the report.</p> <p>To support the cultural offer of the East area an order was placed in September to install brown tourist signs to promote the following visitor attractions:</p> <ul style="list-style-type: none"> i) Ryhope Pump Museum ii) Doxford Park iii) Backhouse Park iv) Sunderland Museum v) Old Sunderland <p>The signs will be installed early Winter along with interpretation boards to provide historical information on each site. It will raise the profile of the attractions in time for the 1.5m visitors expected for the Tall Ships Race in 2018.</p>
<p>Local Services</p> <p>WPR 2.1a</p>	Local Services will be presenting a verbal update at Area Committee on the new restructure, services and enforcement.

3. Recommendations

3.1 Members are requested to:-

- (a) Note the East Sunderland Area Place Board Work Plan, as set out in Annex 1, and the progress made against the SIB funded projects relating to the: feasibility studies for Backhouse, Barley Mow Parks and the Store Fields; Cleaner Communities; East Community Furniture Re-Use Project; Vehicle Activation Signs; Brown Tourist Signage and Celebrating Heritage and Historical Assets in East Sunderland,

- (b) Note the Place Area Board's recommendation to approve £44,627 SIB to support projects delivered against the Place Work Plan, covering Think BIG, Act Local area priority.
- (c) Note the update provided by the Local Services Team and update on enforcement.

Annex 1	East Sunderland Area Place Board Work Plan 2017 / 2018
Background Papers	East Sunderland Area Place Board Agendas, Reports and Action List

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