

East Sunderland Local Area Plans (LAPs): 2009-2010: Draft Top Ten Priorities

Key

Direct Priorities: Identified priorities where Area Committee can enhance current services now, or implement new projects.

Indirect Priorities: Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.

Ref	East LAP Ranking	Community Spirit Ranking	Sunderland Resident Survey (Ipsos MORI)
E- East Sunderland P – Prosperous Theme L – Learning Theme S – Safe Theme H – Healthy Theme A – Attractive and Inclusive Theme	Feb 09 1,523 people, 546 from East Sunderland were asked to pick 5 priorities, within a 2-3 mile radius in which they lived, from 22 City proposed priorities. See Annex 1.	In November, panel members from Community Spirit were asked to complete a budget exercise, allocating certain amounts of 'units' against services, the more units used the more important the service was. Results to follow. Not ready until mid April 09.	Aug-Nov 08, 1,260 residents were asked city wide, approximately 200 per area which 4 or 5 council services do you think are the most important? This does not take into account partners services. See Annex 2

Ref	East LAP ranking	Community Spirit ranking	City Wide MORI ranking	L.A.A. N.I.	Priority
E1/L1	1 st		7 th	50	Better support for young people e.g. more youth and play services Youth service is under review. Area Committee will be involved in the process. A holistic approach is required to work with children and young people: looking at confidence; wellbeing; learning and respect. Focus on specific services for young people e.g. health promotion, education around substance misuse, eating disorders, STD's, plus we need more choices for children and young people with disabilities. (Ref: 2.2.1/2 – 4.3.1)
E1/S1	2 nd		n/a	17 Local ABS stats	Reduce anti social behaviour, including tighter control on sale and access to alcohol Make it more difficult for people to access alcohol; restricting hours of sale; making companies more socially responsible through curtailing discounted prices; deliver a united front on enforcement by working together to tackle it. i.e. trading standards, police, etc tailoring services to hit known hotspots. Local solutions to local problems (Ref 3.1.1)
E2/H1	3 rd		15 th		Provide more opportunities for people to take part in sport and exercise Improve affordable exercise, including leisure pools. Improve methods of engagement. Obesity is an issue in the East area and a highly complex matter. (Ref 4.1)
E3/L2	4 th		6 th	117 91	Encourage young people to continue into further education and employment EET and NEET hotspots across the East need to be tackled by working in partnership with businesses. Apprenticeships could be re-introduced, with more balance between vocational and academic training. Strengthen and develop IT infrastructure across the city. (Ref 1.2/2.1.1)
E2/L1	5 th		n/a	Local 161 163 174	Help people get a new or better job by providing suitable work relating training courses Shortage of tutors to deliver ESOL courses. Support lifelong learning by increasing funding for delivering informal courses to improve the emotional wellbeing of vulnerable adults, recognising the need to engage with adults and encourage them onto locally delivered courses, via community facilities, then progress them onto formal courses. (Ref: 2.1.2-4) Encourage people to be highly motivated people, by offering entrepreneurial start up packages and encourage progression. Positive

					role models are required to raise aspirations. Low levels of income, high levels of unemployment, we need to be creative in delivering services/support.(Ref: 1.1)
E3/A1	6 th		1 st , 2 nd and 3 rd	192 195	Make the streets more attractive, landscaping rundown areas, removing litter and graffiti Tailoring services to deal with local problems: litter, graffiti, fly tipping and dog fouling. (Ref 5.3.2) Ensuring sufficient housing stock, in relation to type, location and price. Encourage private landlords to become registered. (Ref: 5.1) Bring empty properties back into use (Ref: 5.3.1)
E4/S1	7 th		n/a	4% Place survey	More Police or Community Safety Officers on the streets Police presence makes a massive difference, both to the fear of crime and also to tackle crime. Mixed teams of PC's and Community Support Officer's (CSO's) would be a welcomed sight. (ref 3.1.2)
E5/A1	8 th		20 th	n/a	Make more of key attractions, and attract more visitors into the city to see them Utilise the river corridor; second largest city in the region, we are the best area to promote the city and celebrate our heritage, we have the oldest church, school and public house in the City. To make the city attractive we need to clean it up, reduce waste and improve recycled facilities. Improve public transport routes and Walkability across the area. (Ref: 5.2.3/5.2.1-2)
E6/S2	9 th		n/a	17 32	Target crime hotspots Collectively target crime hotspots and anti social behaviour, this includes hate crimes covering BME groups; homophobic and domestic violence related incidents; deliver a cohesive marketing strategy to address the fear of crime; we should change negative perceptions of young people by celebrating achievements and positive behaviour, including their relatives (Ref: 3.2)
E7/L3	10 th		16 th	50	Do more to ensure health and emotional well being of children and young people We need to strengthen partnership working. Include parents and carers in young peoples programmes. More support required for those who need parenting skills. There is a stigma around asking for support e.g. fear of social services intervention. (Ref 2.2.3/4)

Annex 1 - East Sunderland Analysis of Consultation Results, including MORI, performance measures and recommendations.

Key: Green Direct priority for Area Committee
Blue Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.
Purple: Transfer to Theme which has accountability to deliver performance measure.

1. East Sunderland a Prosperous Area Summary	
Local priorities from stakeholder events	Identified through residents consultation
1.1 Strong and competitive economy with a enterprising culture 1.1.1 Encourage people to be highly motivated people, by offering entrepreneurial start up packages, and encourage progression 1.1.2 Positive role models are required to get young people into work. We need to raise aspirations. 1.1.3 Low levels of income and high levels of unemployment. We need to offer support were we can; being flexible with our thinking and delivery of services/support 1.1.4 Improve public transport services across the area	<div>Indirect priority - Promote and develop un-used business units and attract new business</div> <div>Transfer to Attractive and Inclusive</div>
1.2 Match the supply of labour with demand 1.2.1 NEET hotspots across the city need to be tackled by working in partnership with businesses. 1.2.2 Strengthen and develop and IT infrastructure across the City 1.2.3 Apprenticeships could be re-introduced with a proportion of the salary being paid by the business and topped up with Government funding	<div>Transfer to Learning Theme</div>

1. Prosperous		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
	1.1 Strong and competitive economy with a enterprising culture	1.1.1 Encourage people to be highly motivated people, by offering entrepreneurial start up packages, and encourage progression	Promote and develop un-used business units and attract new business	14 th	LAP: Promotion and development of unused business units, also support for local business owners should be a priority.	Local	Business start up	n/a	Mechanisms to collect business start up would need setting up. Working Neighbourhood Funding is being used to encourage entrepreneurial activities, over £6 million allocated.	Indirect priority
		1.1.2 Positive role models are required to get young people into work. We need to raise aspirations.				151	Overall employment rate	Quarterly		
		1.1.3 Low levels of income and high levels of unemployment. We need to offer support where we can; being flexible with our thinking and delivery of services/support				152	Working age people, into work and out of benefits	Quarterly		
		1.1.4 Improve bus services across the area				153	Working age people claiming out of work benefits in the worst performing neighbourhoods	Quarterly		
						Local	Number of local people put into work	N/o	Slow moving PI's actions will need to be focussed and measurable to demonstrate interim improvement.	Transfer to Attractive and Inclusive
						Place survey	Satisfaction with and use of public transport	Bi-annual		
						171	Increase VAT registration rate			

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
1. Prosperous	1.2 Match the supply of labour with demand	1.2.1 NEET hotspots across the city need to be tackled by working in partnership with businesses.	Encouraging young people to continue into further education and employment	4 th	IMD: Adults with no qualification are higher than the local and national average in the East.	117	% of young people NEET	N/a	Children, Schools and SUN college are actively implementing strategies to target EET and NEET. Stats re: courses take up should be available on take up/no's of adult learners. Learning theme has accountability to deliver performance measures.	Transfer to Learning
						174	Skills gap in the current workforce reported by employers			
		1.2.2 Strengthen and develop and IT infrastructure across the City				106	Young people from low income backgrounds progressing to higher education			
		1.2.3 Apprenticeships could be re-introduced with a proportion of the salary being paid by the business and topped up with Government funding				91	Participation of 17 year olds in education and training.			

East Sunderland Priorities Summary

Key: Green	Direct priority for Area Committee
Blue	Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.
Purple :	Transfer to Theme which has accountability to deliver performance measure.

2. East Sunderland a Learning Area Summary

Local priorities from stakeholder events	Identified through residents consultation
2.1 Develop everyone's knowledge and skills needed 2.1.1 More balance between academic and vocational training 2.1.2 Shortage of tutors to deliver ESOL 2.1.3 Recognise the need to engage with adults and encourage them onto locally delivered courses, via community facilities 2.1.4 Support lifelong learning by increasing funding for delivering informal courses to improve the emotional wellbeing of vulnerable adults	Encourage young people to continue into further education Support more adults to return to learning and achieve key skills to gain employment
2.2 Provide all children and young people with the best preparation for adult life 2.2.1 Youth Services is under review. Area Committee will be involved in the process. 2.2.2 A holistic approach is required to work with children and young people: confidence; wellbeing; learning; respect. We need to strengthen partnership working. 2.2.3 Include parents and carers in young people's priorities. 2.2.4 More support required for those who need parenting skills. There is a stigma around asking for support e.g. fear of social services/children's services intervention.	Better support for young people e.g. more youth and play services Do more to ensure health and emotional well being on children and young people.

2. Learning	2.1 Develop everyone's knowledge and skills	Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		2.1.1 More balance between academic and vocational training. NEET and EET.	Encourage young people to continue into further education	4 th	MORI Area: Community facilities score high in user satisfaction rating.	NI117	16 to 18 year olds who are not in Education, Employment or Training	Quarterly	Children Services, schools and SUN College are actively implementing strategies to target EET and NEET.	In direct priority
		2.1.2 Shortage of tutors to deliver ESOL	Support more adults to return to learning	11 th	LAP: We need activities to keep communities active, e.g. education and exercise classes, etc. delivered locally.	NI 91	Participation of 17 year olds in education and training	Quarterly	Children Services manage family, adult and community learning contracts, annually, which fund non accredited courses in VCS.	
		2.1.3 recognise the need to engage with adults and encourage them onto locally delivered courses, via community facilities				NI161	Increase the number of learners achieving L1 qualifications in literacy	Quarterly	LSC to transfer management to local authority in 2010.	Direct priority
		2.1.4 Support lifelong learning by increasing funding for delivering informal courses to improve the emotional wellbeing of vulnerable adults.				NI162	Learners achieving an entry level 3 qualification in numeracy.	Quarterly	* need to confirm what we require and check its available at a lower area level with the LSC	

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
2. Learning	2.2 Provide all children and young people with the best preparation for adult life	2.2.1 Youth Services is under review. Area Committee should be involved in the process.	Better support for young people e.g. more youth and play services	1 st	MORI Area: Facilities for young people records high in user dissatisfaction.	50	Emotional health	Annual	YDG currently reviewing and engaging with young people re: provision in City, Via Mini Youth Inc Conference Feb 09.	In Direct priority
		2.2.2 A holistic approach is required to work with children and young people: confidence; wellbeing; learning; respect. We need to strengthen partnership working	Do more to ensure health and emotional well being on children and young people.	10 th	LAP More Youth facilities, was repeatedly requested.		No current measurers centrally, other than no's of contact with young people, but Youth Development Group (YDG) have area targets, via locally delivered targets	Monthly	SCC are consulting on Play and Urban Games Strategy.	
		2.2.3 Include parents and carers in young people's priorities.			LAP: More support for young people with disabilities to encourage independence.				Statutory duty to safeguard children and young people.	
		2.2.4 More support required for those who need parenting skills. There is a stigma around asking for support e.g. fear of social services/children's services intervention.			LAP: Youth work must be seen as a necessary part of social education and culture, and not just as a way of diverting deprived young people from crime.					

East Sunderland Priorities Summary

Key: Green	Direct priority for Area Committee
Blue	Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.
Purple:	Transfer to Theme which has accountability to deliver performance measure.

3. East Sunderland a Safe Area Summary

Local priorities identified through Stakeholders events	Identified through residents consultation
3.1 Reduce crime, disorder and substance misuse 3.1.1 Make it more difficult for people to access alcohol; restricting hours of sale; making companies more socially responsible through curtailing discounted prices; deliver a united front on enforcement by working together to tackle it i.e. trading standards, police, etc. tailoring services to hit known hotspots. 3.1.2 Police presence makes a massive difference, both to the fear of crime and also to tackle crime. CSO's are a welcome sight but often perceived as 'not real police', mixed teams of PC's and CSO's would be a solution.	Reduce anti social behaviour, including tighter control on sale and access to alcohol. More police or community safety officers on the streets
3.2 Reduce anti social behaviour and perceptions of it 3.2.1 Collectively target crime hotspots and anti social behaviour, this includes hate crimes covering BME groups, homophobic and domestic violence related incidents. 3.2.2 Deliver a cohesive marketing strategy to address the fear of crime. 3.2.3 We should change negative perceptions of young people, by celebrating achievements and positive behaviour, including their relatives.	Target crime hotspots

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
3. Safe	3.1 reduce crime, disorder and substance misuse	3.1.1 Make it more difficult for people to access alcohol; restricting hours of sale; making companies more socially responsible through curtailing discounted prices; deliver a united front on enforcement by working together to tackle it i.e. trading standards, police, etc. tailoring services to hit known hotspots. Local solutions to local problems	Reduce anti social behaviour, including tighter control on sale and access to alcohol.	2 nd	MORI Area: The vast majority of East residents generally feel safe, more than 9 in 10 say they feel safe in their own home.	Local	ABS statistics	Quarterly	Should be able to measure enforcement activity but the data may be too sensitive to break down to area level.	Direct priority.
		3.1.2 Police presence makes a massive difference, both to the fear of crime and also to tackle crime. CSO's are a welcome sight but often perceived as 'not real police', mixed teams of PC's and CSO's would be a solution.	More police or community safety officers on the streets	7th	LAP: More police on the streets and stop shops selling alcohol to under 18s.	Local	Levels of alcohol related disorder	Quarterly		
		3.1.3 The level of cocaine users are increasing, which will increase crime rates, as support services exist more for heroin user. Adults are encouraging young people to become addicts.				Place Survey	Fear of Crime Probably need something measuring perceptions of different issues and how we are addressing these	Annual Quarterly	Slow moving Pls actions will need to be focussed and measurable to demonstrate interim improvement.	
						38	Drugs related incidents	Bi annual	Possibly developments of Community Police Forums.	
						Local	Perceptions of drug use or drug dealing as a problem		Further advice needed on the current Residents Associations and Neighbourhood Watch Scheme. Healthy thematic board have recently approved an Alcohol Strategy for the city. City Centre Management, encouraging city bars to sign up to 'best bar non' schemes which encourage quality standards mark for customer care, potential to roll out?	

3. Safe	3.2 reduce anti social behaviour and perceptions of it	Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		3.2.1 Collectively target crime hotspots and anti social behaviour, this includes hate crimes covering BME groups, homophonic and domestic violence related incidents.	Target crime hotspots	9 th	MORI Area: Over half the resident who were asked, say they are kept at least fairly well information about the services and benefits the Council provides.	17	Perceptions of anti social behaviour	Biennial	Review of LMAPs ongoing.	In direct priority
		3.2.2. Deliver a cohesive marketing strategy to address the fear of crime.			MORI: City wide: Almost 2 in 5 residents agree that the council is too remote and impersonal.	32	Repeat incidents of domestic violence		National indicators measuring domestic violence are too sensitive to breakdown to area level.	
		3.2.3 We should change negative perceptions of young people, by celebrating achievements and positive behaviour, including their relatives			MORI: City wide: Only 53% of residents feel the council keep them well informed about services and benefits. MORI: Citywide: 2 in 5 residents agree that the council asks for the views of local people, 1 in 4 agree that it listens. MORI: City wide: Residents prefer to find out about the council services and activities from Sunderland Echo or from leaflets delivered through their door.				Northumbria police have a special unit to handle domestic violence. Wearside Women in Need are locally based. The projects are visual and will engage with local residents. Good news can be use to challenge the fear of crime and encourage people to feel as if their have influenced decision making in their area, in addition to been proud and increase volunteering opportunities. Sunrise is posted to every household in the city, each issue having dedicated pages for news/ information relating to East.	

East Sunderland Priorities Summary

Key: Green	Direct priority for Area Committee
Blue	Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.
Purple	Transfer to Theme which has accountability to deliver performance measure.

4. East Sunderland a Healthy Area Summary

Local priorities identified through Stakeholders events	Identified through residents consultation
4.1 Increase life expectancy 4.1.1 Improve services; different methods of engagement. Tobacco is the biggest killer, we need to de-normalise it. 4.1.2 Improvement in affordable exercise including leisure pools	Easier for people to get information about major issues including: obesity; stopping smoking, cancer and cardiovascular disease Provide more opportunities for people to take part in sport and exercise
4.2 Identify health risks and enable the maintenance of health and wellbeing 4.2.1 Obesity is a complex matter, which covers all age groups. It covers mental health, attitudes, getting people outdoors, perceptions of crime, accessibility of services/leisure facilities, money management, financial barriers etc, its not just about diet and exercise.	Poor health is linked to deprivation without a healthy mind, you can't make choices about education, employment, wellbeing, etc.
4.3 Reduce lifestyle options with a clear link to poor health 4.3.1 More specific services for young people e.g. health promotion/education around drugs/alcohol/eating disorders/sexual health.	Better support for young people e.g. more youth and play service
4.4 improve the emotional health and wellbeing of children 4.4.1 We are not a breast friendly city. The lifestyle you receive between -9 months to 5 years has a knock on effect to your future health status later in life.	Do more to ensure health and emotional well being of children and young people

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
4 Healthy	4.1 increase life expectancy	4.1.1 Improve services; different methods of engagement. Tobacco is the biggest killer, we need to de-normalise it.	Easier for people to get information about major issues including: obesity; stopping smoking, cancer and cardiovascular disease	22 nd	MORI Area: Leisure centres score high in user satisfaction rating.	123	Stopping smoking	Quarterly	ActiveSunderland Board ensures everyone has access to quality sport and physical activity opportunity.	In direct priority
		4.1.2 Improvement in affordable exercise including leisure pools	Provide more opportunities for people to take part in sport and exercise	3 rd	LAP: Reopen Crowtree Leisure Centre (swimming pool), poor parking over at the Aquatic Centre.		Life expectancy	Annual		
	4.2 Identify health risks and maintain	4.2.1 Obesity is a complex matter, which covers all age groups. It covers mental health, attitudes, getting people outdoors, perceptions of crime, accessibility of services/leisure facilities, money management, financial barriers etc, its not just about diet and exercise.	n/a	Na/	LAP: Wellness services within the city is to improve individual's health and wellbeing through the provision of physical activity opportunity, lifestyles advice and education. We need to strengthen the joined up approach to improving people's quality of life. LAP: Poor health is linked to deprivation without a healthy mind, you can't make choices about education, employment, wellbeing, etc.	137 place survey 119 Place Survey	Healthy life expectancy Self reported measure of peoples overall health and wellbeing.	Bi-annual	Slow moving PI's actions will need to be focussed and measurable to demonstrate interim improvement. Sunderland Link is a public and patient voice for health and social care issues in Sunderland and attends Sunderland East Forum meetings.	In Direct priority

		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
4. Healthy	4.3 Reduce lifestyle options with a clear link to poor health	4.3.1 More specific services for young people e.g. health promotion/ education around drugs/alcohol/ eating disorders/sexual health	Better support for young people e.g. more youth and play services	1 st	LAP: More support for young people, offering a varied mix of activities, to engage a wider catchment.	50	Emotional health No current measurers centrally, other than no's of contact with young people, but YDG have area targets, via locally delivered targets	Annual Monthly	YDG currently reviewing and engaging with young people re: provision in City, Via Mini Youth Inc Conference Feb 09. SCC consulting on Play and Urban Games Strategy. Statutory duty to safeguard children and young people.	Transfer to Learning.
	4.5 improve the emotional health and wellbeing of children	4.5.1 We are not a breast friendly city. The lifestyle you receive between -9 months to 5 years has a knock on effect to your future health status later in life.	Do more to ensure health and emotional well being of children and young people	11 th					Sunderland City Council and City Centre Management are working closely with businesses in The Bridges to develop the shopping centre into a breast friendly city.	In Direct Priority

East Sunderland Priorities Summary

- Key: **Green** Direct priority for Area Committee
Blue Identified priorities that services and partners are current delivering and where regular performance updates can already be provided.
Purple: Transfer to Theme which has accountability to deliver performance measure.

5. East Sunderland a Attractive and Inclusive Area Summary	
Local priorities identified through Stakeholders events	Identified through residents consultation
5.1 Sufficient type, price and location of housing 5.1.1 Ensuring sufficient housing stock, in relation to type, location and price. 5.1.2 Gentoo provide properties to a good standard, other housing providers should be encourage to reach their standards 5.1.3 Gentoo should review they way properties are allocated 5.1.4 Encourage private landlords to become Registered	Invest more in housing programme and bring empty properties back into use.
5.2 Support sustainability through consumption and development 5.2.1 Improve public transport routes and Walkability across the area, an influence or link into the Tyne and Wear Bus Strategy 5.2.2 More focus required regarding reducing waste/packing and recycling facilities could be improved. 5.2.3 Utilise the river corridor; second largest city in the region, we are the best area to promote the city and celebrate our heritage, we have the oldest church, school and pub in the City.	Improve public transport links, cycle routes and pathways Make more of key attractions, and attract more visitors into the city to see them.
5.3 Confident communities with mutual support, trust and respect 5.3.1 800 empty properties, 1/3 of the city's total. Affects the perception levels of crime, as areas look tried and decayed.	Invest more in housing programmes and bring empty properties back into use
5.3.2 Tailoring services, dealing with local problems: litter and graffiti.	Make the streets more attractive, landscaping rundown areas, removing litter and graffiti

5. Attractive and Inclusive		Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
5. Attractive and Inclusive	5.1 Sufficient type, price and location of housing	5.1.1 Ensuring sufficient housing stock, in relation to type, location and price.	Invest more in housing programme and bring empty properties back into use.	12 th	MORI Area: Homelessness and housing advice records high user dissatisfaction.	154	Net additional homes provided	Quarterly	SCC Housing Service are establishing Local Area Strategies, to encourage a co-ordinated approach, in delivering housing services. Gentoo have investment and renewal programmes ongoing in the area. Gentoo currently review allocation system for re-housing. Results of the Strategic Housing Land Availability Assessment are expected to be completed by April 2009.	Indirect priority.
		5.1.2 Gentoo provide properties to a good standard, other housing providers should be encourage to reach their standards			MORI: Area: More likely than average rent from a private landlord in the East than Gentoo.	155	Number of affordable homes delivered			
		5.1.3 Gentoo should review they way properties are allocated			LAP: More access to housing for people with disabled.	159	Supply of ready to develop housing sites.			
		5.1.4 Encourage private landlords to become Registered			LAP: More affordable housing, instead of expensive ones standing empty.	Local	Empty properties put back into use.			

5. Attractive and Inclusive	5.2 Support sustainability through consumption and development	Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		5.2.1 improve public transport routes and walkability across the area, an influence or link into the Tyne and Wear Bus Strategy	Improve public transport links, cycle routes and pathways	16 th	Mori: city wide: Satisfaction with public transport is now at its highest level since 1998. MORI Area: Footpath maintenance scores high user satisfaction rating.	NI175 Place Survey Local	Access to services and facilities by public transport, walking and cycling. Satisfaction with public transport Walkability score	Biennial Bi annual annual	Slow moving Pls. Actions will need to be focussed and measurable to demonstrate interim improvement. Opportunity for AC to influence Tyne and Wear Transport Strategy. £100k central SIP being spent on cleaning up cycle route, caused by fly tipping in addition to preventative measures i.e. CCTV being installed. Government back a scheme to encourage people to 'Bike to Work'	Indirect priority
		5.2.2 More focus required regarding reducing waste/packing and recycling facilities could be improved.	n/a	n/a	LAP: Tidy up our streets, area of the City is dirty and rundown.	192 Place Survey	*% of waste recycled Satisfaction with street cleanliness		*Need to check what level recycling stats can be broken down to.	In direct priority
		5.2.3 Utilise the river corridor; second largest city in the region, we are the best area to promote the city and celebrate our heritage, we have the oldest church, school and pub in the City.	Make more of key attractions, and attract more visitors into the city to see them.	8 th	MORI: area: When residents were asked how satisfied or dissatisfied are you with this local area as a place to live? 58% answered satisfied, second lowest in the City. LAP: Develop the beaches and river frontage.		Need more detail		SCC: conducting a Cultural Strategy for the city, covering all historical sites. Sunderland Heritage Forum exists to champion and promote historical sites across the City.	In direct priority

5. Attractive and Inclusive	5.3 Confident communities with mutual support, trust and respect	Local priorities identified through Members, Partners and Com. Stakeholder events	Identified through residents consultation	East LAP Rank (out of 22)	What residents are telling us through other consultation methods e.g. MORI, Place survey, etc	LAA	Performance measure	Monitoring frequency	Comments	Recommend
		5.3.1 Bring back into use 800 empty properties, 1/3 of the city's total.	Invest more in housing programmes and bring empty properties back into use	12 th	LAP Empty buildings should become public after a suitable period of time if nothing is being done.	Local	Empty properties put back into use	quarterly	Affects the perception levels of crime, as areas look tired and decayed	In direct priority
		5.3.2 Tailoring services, dealing with local problems: litter and graffiti.	Make the streets more attractive, landscaping rundown areas, removing litter and graffiti	6 th	MORI: Area residents are less positive than other about grass cutting of open spaces. LAP: Cleaner streets and stop fly tipping. LAP: Dog fouling is a big problem.	195 Place Survey	*Improved street and environmental cleanliness Satisfaction with street cleanliness	Every 4 month Bi annual	*not a good measure for smaller areas than city level. Picked up at 5.2.2	Direct priority

Annex 2**It's Your Sunderland - Local Area Consultation Results – East Area Only**

546 indicated they most important priorities for their local area (within a 2-3 mile radius of their home).

Rank	Theme	Priority	East	%
1	Learning	Better support for young people e.g. more youth and play services	279	9.52%
2	Safe	Reduce anti-social behaviour, including tighter control on sale and access to alcohol	230	7.85%
3	Healthy	Provide more opportunities for people to take part in sport and exercise	216	7.37%
4	Learning	Encourage young people to continue into further education	180	6.14%
5	Learning	Help people get a new or better job by providing suitable work-related training courses	177	6.04%
6	A&I	Make the streets more attractive, landscaping rundown, removing litter and graffiti	174	5.94%
7	Safe	More Police or Community Safety Officers on the streets	170	5.80%
8	A&I	Make more of key attractions, and attract more visitors into the city to see them	134	4.57%
9	Safe	Target crime hotspots	133	4.54%
10	Learning	Do more to ensure health and emotional well being of children and young people	128	4.37%
11	Learning	Support more adults to return to learning and achieve key skills to gain employment	122	4.16%
12	A&I	Invest more in housing programmes and bring empty properties back into use	119	4.06%
13	Healthy	Provide better support for people with alcohol and drug addictions	103	3.51%
14	Prosperous	Promote and develop un-used business units and attract new businesses	98	3.34%
15	Safe	Recognise, challenge and provide support to victims of domestic violence	98	3.34%
16	A&I	Improve public transport links, cycle routes and pathways	96	3.28%
17	Safe	Give more support for community networks and forums and Neighbourhood Watch Schemes.	88	3.00%
18	Healthy	Provide better support for older people	86	2.93%
19	Healthy	Make it easier to access health services eg GP and hospital appointments	79	2.70%
20	Prosperous	Provide more support for local business owners	76	2.59%
21	A&I	Encourage more private landlords to become registered	54	1.84%
22	Healthy	Make it easier for people to get information about major issues including obesity, stopping smoking, cancer and cardiovascular disease	3	0.10%

Annex 3 – Base: 1,260 Sunderland residents. Fieldwork dates: 29 August – 7 November 2008 Ipsos MORI (City Wide results, Council services only)

Importance of Services

Q Looking at this list of Council services, which four or five do you think are the most important?



Base: 1,260 Sunderland residents. Fieldwork dates: 29th August - 7th November 2008

Ipsos MORI

