

**17<sup>TH</sup> September 2012**

**REPORT OF THE CHIEF EXECUTIVE**

**Place Board Progress Report**

**1 Purpose of Report**

- 1.1 To provide an update of progress against the current year's (2012/13) Place Board Work Plan.

**2 Background**

- 2.1 At its meeting on 26 June 2012 the East Sunderland Area Committee agreed its Local Area Plan for 2012/13. In doing so the Area Committee agreed how it can most effectively contribute to delivering Sunderland City Council's Corporate Outcome Framework (COF) at a local level and relevant to the Place and People themes.
- 2.2 Those Local Area Plan priorities associated with Place were referred to the Place Board to action on behalf of the Area Committee. The Place Board have started to initiate action on those priorities and agreed target dates for delivery and feedback to the Area Committee for the year ahead. The Place Board Work Plan and target delivery dates are attached as Annex 1.
- 2.3 This report provides the Area Committee with a progress update on the Place Board Work Plan during period June – August 2012 including requests for decisions where necessary.

**3 Responsive Local Services (RLS): Street Scene**

- 3.1 As part of the strategic influencing role regarding the design, delivery and review of RLS the first part of each Place Board meeting is dedicated to discussing street scene services. Area Response Managers (ARMs) presented information on services, such as, graffiti removal, fly tipping, litter, dog fouling, grass cutting, refuse collection and recycling, parks and maintenance of play areas.
- 3.2 In the East Sunderland area, the Street Scene team dealt with 1,609 requests in the period April – June 2012, the highest number of requests across the five areas, equating to 30% of all requests in the City. 77% of these requests related to the dumping of waste, litter and debris, with 6% due to the maintenance of roads, pavements and general transport infrastructure.
- 3.3 In July 2012, the Place Board discussed, in-depth two main issues, these were animal fouling and dumping of waste, litter and debris. The proportion of complaints regarding dog fouling in the area is 2% of all requests to street scene, which is lower than the rest of Sunderland. However this varies by ward, for example, it is 9% in the Doxford ward. Dog fouling has traditionally been a big issue in the East area and it continues to be so. Officers believe the problem is under-reported by residents in specific wards. For example, environmental issues tend to be under-reported by the public in the Hendon and Millfield areas (although staff report service requests). Despite this Hendon remains

a relatively clean environment, though Officers believe this is down to Council intervention.

- 3.4 As a way forward to start to reduce dog fouling it was agreed for an article to be included in the next edition of Community News promoting how to report incidents, and what the risks are if you are caught not picking up after your pooch, in terms of fixed term plenty notices. The article will be published in November 2012.
- 3.5 Dumping of waste can be particularly problematic in areas such as Hendon and Millfield, partly due to the number of private-rented properties, industrial units and the high number of university students and transient tenants. 80% of fly-tipping in the area is in back lanes, usually household rubbish and discarded furniture or white goods. Peaks of fly tipping occurrences happen at the beginning (September) and end of each academic year (June), when 'new' and 'old' student tenants either move into or leave accommodation and the properties are emptied. As a way forward it was agreed that the ARMs would review current controls and interventions for fly tipping, with a particular focus on students and private landlords.

#### **4. Area Priority: Deliver a new and improved Walk and Talk Programme**

- 4.1 In July 2012, the Place Board discussed delivering a Walk and Talk Programme for a second year, on behalf of the Area Committee. Matters covered included agreeing a schedule of dates between September 2012 and March 2013, publicising the information to encourage resident participation, improving the process with regards to dealing with issues and actions after each session, as well as monitoring and feeding back on progress made.
- 4.2 In August 2012, the programme was agreed along with the geographical routes for the first sequence of walk and talk sessions during September and October 2012, these are:-

<b>Date</b>	<b>Meeting Point</b>	<b>Route</b>	<b>Top Three Customer Requests</b>
Wednesday, 12 <sup>th</sup> September 2012 2pm-4pm	City Centre Civic Centre Main Reception	Cowan Terrace towards Argyle Square, Durham Road, University Park and Royalty area.	Fly tipping, Graffiti, Waste and Litter
Friday, 14 <sup>th</sup> September 2012 2pm-4pm	Millfield The Chester's car park, SR4 7DR	In and around Sorley Street and St Marks Road North area	Graffiti; Waste and Litter and Maintenance of Greenpace
Wednesday, 19 <sup>th</sup> September 2012 10am-12noon	Hendon Sans Street Youth and Community Centre, Hendon, SR1 1HG	East End, Cork Street/Mauds Lane	Graffiti; Waste and Litter and Maintenance of Greenpace
Thursday, 4 <sup>th</sup> October 2012 10-12am	Doxford Doxford Park Library car park,	Bishop Way area, Blakeney Woods and Englemann	Maintenance of Greenpace; Waste and Litter and Animal

	SR3 2 <sup>ND</sup>	Way area.	Fouling
Monday, 8 <sup>th</sup> October 2012 12.30pm-2.30pm	Ryhope Ryhope Community Centre, SR2 0RX	Hollycarrside, Leechmere Way and Lynthorpe area	Waste and Litter; Maintenance of Greenspace and Transport and Access
Monday, 8 <sup>th</sup> October 2012 3pm-5pm	St Michaels Members Car Park, Civic Centre, SR2 7DN	Azalea Terrace and The Avenue area and towards the City Centre area	Graffiti; Waste and Litter and Transport and Access

- 4.3 Future routes will be agreed at the Place Board meetings, by combining customer service requests via the Council's call centre, with local knowledge from the elected members and the Area Response Managers (ARMs).
- 4.4 A more enhanced marketing plan was proposed, this includes:-
- The Council's Communication Team producing draft publicity materials.
  - A full programme of sessions between September 2012 and March 2013 has been circulated to:
    - o Northumbria Police, who have agreed to promote the information at local Police and Community working Together (PACT) meetings.
    - o Locally based registered social landlords, such as, Gentoo, who have agreed to promote it through their resident association networks and local newsletters.
    - o East Sunderland VCS Area Network who will encourage organisations to attend by promoting it in their e-bulletin service.
    - o The Council's website, Facebook and Twitter pages will promote the sessions on a rolling bases. Local press releases and features, such as, Down Your Way will be used.
    - o Children Services have agreed to contact local schools and asked if their pupils would like to participate, as well as local youth organisations.
    - o ARMs will promote it through the Friends Groups of local parks in the area.
    - o The Equalities Forums, supported by the Sunderland Partnership have been encouraged to participate.
  - Discussions are ongoing on how to involve local customer service centres, libraries, GP surgeries and the Private Landlord Forum.
- 4.5 To improve the process in terms of dealing with issues and actions which have been discussed during sessions, it was proposed that each ward Place Board representative have a role to play, with support being provided by Scrutiny and Area Arrangements. The role will involve their attendance at all walk and talk sessions within their ward and after each walk agree a summation of the issues and actions and present this information to the next Place Board, feeding back the outcome to their ward colleagues and attendees. To support this process an action plan will be uploaded onto share point enabling the Place Board to monitor progress. As a side note, all East Sunderland elected members have access to share point, which will enable all members to monitor progress and raise any issues or questions with their relevant ward colleague. Partners, VCS Groups and residents can request feedback on progress made against actions via the Scrutiny and Area Arrangements Team.

- 4.6 The Place Board felt that, in principle, a percentage of SIB funding should be aligned to this priority. Therefore a request for £30,000 will be discussed under item 4 on this agenda.

## **5 Future items at Place Board**

- 5.1 In addition to the RLS Street Scene as a standard item the proposed agenda items for future Place Board meetings are:-

11 September 2012: Area Priority: Visual appearance of main roads leading into the City Centre.

1 October 2012: Allotments and community gardens and feedback from the Local Development Framework workshop

22 October 2012: Events

20 November 2012: Selective licensing and council assets

- 5.2 In January 2013, Area Committee will receive an update progress report on the items outlined above.

## **6 Recommendations**

Members are requested to:

- (a) Note the report, and the Place Board's timetable for activity for the year ahead (Annex 1); and
- (b) Agree to accept progress update reports based on the timetable outlined in Annex 1.

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**Background papers** Place Board Work Plan 2012/13  
East Sunderland Streetscene Request April-June 2012  
East Sunderland Perceptions of the Environment