

# Sunderland North PROSPEROUS Theme

## Priority 1

### Build on strengths of the area and attract business investment

#### Background/Key Issues

The North of the City has many assets such as Enterprise Park, Hylton Castle, the Sea Front, Fulwell Mill and Stadium Village. The assets should be promoted in a positive way to improve the image of the area and help to promote and attract investment.

Attracting employers to locate within the City has helped to create employment for local people. Improved partnership working around the promotion and development of commercial and industrial sites could encourage more investment into the North of Sunderland.

#### Current Activity

The 'Visible Workspace' project, through Working Neighbourhoods Funding (WNF) is a demand survey being carried out to look at all opportunities to develop workspace across the City. Results will inform further work to match up the supply and demand for premises/workspace at specific locations.

The Sunderland arc are preparing a Development Framework for Stadium Village, setting vision for the area and identifying broad principles of redevelopment.

The feasibility and financial viability of an indoor snow and ice facility is underway.

A Development Framework for Bonnersfield St Peters is being prepared by Sunderland arc.

Corporate Communications have developed an Area Plan and Ward Newsletter for the North Area.

Sunderland Football Club are being supported by partners to stage events at the Stadium. Regular liaison between Sunderland arc and Sunderland Football Club monitors their development aspirations in and around the Stadium.

Sunderland Enterprise Park is a growth area and is seen in the North East as a successful business area.

£1m has been secured from the Sea Change fund to improve Marine Walk at Roker, this will be matched by £500,000 from Sunderland City Council.

The 2018 successful World Cup bid will further promote the Stadium of Light and Sunderland as a host city and will raise the profile of the City of Sunderland .

Junction improvements to the A19/A1231 will improve access to and from the North area, making it more attractive and accessible to potential employers.

**Quay West Riverside Business Village** provides 10,000 sq.metres of office space in 48 individual units on a former shipyard site adjacent to the River Wear and Queen Alexandra Bridge. The development offers a range of offices catering for the needs of small, medium and larger sized businesses.

Sunderland International Air Show is a major event for the North area and attracts visitors from across the country.

A Communications Plan and a dedicated Communications Officer for the North area will enable focused marketing and promotion of the area.

The Working Neighbourhood Fund (WNF) programme will launch a promotion campaign early in 2010, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City.

The Business Investment Team are promoting and attracting automotive industries into the area to build on the success of existing businesses. There are opportunities for future development such as the development of the Nissan battery plant to support the electric vehicle programme.

### **Action**

- Sunderland arc to provide progress reports/further information to Area Committee regarding current and future activities when available.
- Results from the 'Visible Workspace' project to be provided, once available.

### **Priority 2**

#### **Provide co-ordinated advice and support to businesses**

#### **Background/Key Issues**

There are a number of services and organisations who can provide business advice and support. It is recognised that there needs to be a co-ordinated approach to ensure that businesses get the full range of services for which they are eligible.

#### **Current Activity**

As part of the Government's Solutions for Business initiative to simplify and streamline services, a Sunderland Business Support Network has been established. The Network meets regularly to discuss and co-ordinate activity. Business support agencies hold weekly meetings to discuss individual cases and ensure they are being offered relevant support.

The Working Neighbourhoods Fund programme has brought a significant level of funding to the City, as set out below;

- 2008/2009 - £8.590m
- 2009/2010 - £10.456m
- 2010/2011 - £10.904m

A Working Neighbourhoods Strategy has been developed resulting in a number of projects being supported in the City;

- Employment Specialists (Mental Health) - addressing people long term mental health needs and problematic substance abuse and NEET groups.
- Kickstart – addressing young offenders, parents, care leavers, young people.
- The Hub project – young people in or in a risk of being in NEET.
- Work it out! – addressing workless people on inactive benefits and disadvantaged people and groups living in deprived areas.
- PIE – addressing Carers/ex Carers aged 16 – 65.
- Sunderland Coaching Academy addressing a wide range of disadvantaged groups.
- Skills Bridge – addressing low skilled, hardest to reach benefit claimants.
- Employment support for people with disabilities.
- Sunderland Council's Job Linkage Core Delivery Services.
- Essential Steps to Employability, addressing people with no or low skills.
- Unlocking potential addressing young people in the NEET group.

### **Priority 3**

#### **Co-ordinate work of advice and business support agencies**

##### **Background/Key Issues**

It is important to have an overview of work in this area to allow a balanced and proportionate response.

##### **Current Activity**

The Business Investment Team is dedicated to delivering the Sunderland Strategy's Strategic Priority Prosperous City: "To create an enterprising and productive global city with a strong and diverse economy providing jobs and careers for generations to come."

The primary aim of the Business Investment Service is to ensure improvements in economic prosperity in the City through encouraging business growth, development and investment. To achieve this aim, the team:

- Develops measures to increase the level of business activity and stimulate sustainable economic interest and investment in the City;
- Provides support and assistance to local and incoming businesses in order to develop employment opportunities and support business growth;
- Provides proactive and reactive support and assistance to secure direct investment and re-investments within the City to create and safeguard local jobs;
- Promotes physical and infrastructure improvements for business growth;
- Works to develop a skilled and motivated workforce to support the long term goals of Sunderland as a competitive location.

Between April and December 2009, 19 businesses in the Sunderland North Area successfully applied for financial assistance from the BIT to implement business growth plans, creating a potential 164 new jobs. This represented 28% of the applications for that period.

The Libra Partnership has developed a plan 'The Route to Advice' to co-ordinate advice available from providers.

Sunderland City Council advice providers now co-ordinate and jointly deliver advice. Providers include Welfare Rights and the Housing Options Team

A rapid response scheme provides employees threatened by redundancy benefit and money advice.

### **Priority 4**

#### **Work with employers to develop relevant training packages to meet skills shortages**

##### **Background/Key Issues**

Developing areas of work require specialised staff and new training packages developed to meet their requirements.

##### **Current Activity**

Early in 2009 Sunderland City Council commissioned an Employment Skills Survey to establish what current and future skills needs are in order to match skills with employers' needs. Routeways to Employment in the public sector, healthcare and contact centre have been developed as a result. In partnership with Sunderland University, the exercise will be repeated in 2010 to ensure that information is relevant and updated. Results will be used to influence future WNF development and interventions.

Funded through Working Neighbourhoods Funding, the Working Links part of Job Linkage service is working closely with employers to ensure that job vacancies can be matched with skills development to ensure employment training is appropriate for the vacancies both current and anticipated.

SAFC Foundation is working in partnership with the Department for Work and Pensions (DWP) and Job Centre Plus targeting people over 18 who are not in work or training. The programme began in October 2009 and will run for an initial 18 month period. SAFC Foundation is consulting the North East Chamber of Commerce and Job Centre Plus to identify occupations where there are skills shortages and to invite employers to engage with course participants.

Health, Housing and Adult Services (HHAS) have developed a service model for vulnerable adults to prepare them to a point where they are ready for employment, and aims to support employers to enable vulnerable people to enter/remain in employment.

## **Priority 5**

### **Provide in-work support to those gaining new jobs**

#### **Background/Key Issues**

People gaining work after periods of unemployment, or those undertaking a change in career/sector sometimes require support to sustain employment.

#### **Current Activity**

Included in the extended Job Linkage service, in work support is prioritised through Working Neighbourhoods Funding. All projects funded via WNF offering specialist support e.g. to those leaving care, offer continued support to clients for a period of 6 months after they have gained employment.

Welfare rights advice is being given by Sunderland City Council and partners funded by the Council in relation to benefits, in-work benefits, housing and debt issues.

The Housing Options Team at Sunderland City Council have 5 resettlement workers across the City who will work with Job Linkage to provide support to clients who have housing issues. This is to ensure they do not lose their home which would affect their ability to gain/stay in a job.

Health, Housing and Adult Services (HHAS) are working with Remploy to support people with disabilities into employment. The project aims to co-ordinate the employment and social care needs of individuals to ensure they are better supported.

HHAS are delivering a WNF project focusing on supporting people with mental health needs into employment. The project also supports clients to remain in sustainable employment.

The Libra partnership, a network of advice organisations, offer financial advice and support. A new website was launched in October 2009 [www.librasunderland.co.uk](http://www.librasunderland.co.uk)

As the national skills service, Train to Gain provides support and to employers to enable them to develop their workforce and increase skills and opportunities for those in work. It aims to meet the needs of employers of all sizes and from all sectors to improve the skills of their employees as a route to improving their business performance and is a valuable resource for employers, unlocking employees' potential and increasing company productivity. A broad range of training is covered – from basic level skills to Level 2, Level 3 and other higher-level skills such as Leadership and Management.

## **Priority 6**

## **Provide access to educational activities for all adults and raise aspirations and skills in relation to employability**

### **Background/Key Issues**

There are people in the area who have lived in households of second and third generation levels of unemployment and therefore have aspiration levels that need addressing. High levels of unemployment and low paid work further compound this issue.

### **Current Activity**

Across the North Area Committee area there are a wide range educational activities. Opportunities for educational activities exist at the Bunny Hill Centre, BIC, WNF funded projects, Sunderland University, Sunderland College, Sunderland Libraries and a number of Community and Voluntary Sector projects such as SNCBC, Wearmouth Community Development Trust, Sunderland North Family Zone, Springboard.

SAFC Foundation has a successful Family Learning programme, which for the last six years has delivered a range of courses using the power of football to improve skills (including numeracy and literacy). All courses are free and run in local schools or at an SAFC Foundation site.

SAFC Foundation has a successful trainee scheme which targets young people aged 16+. Trainees are with the organisation for two years, gaining qualifications and employability skills, on the job training, coaching and mentoring. During the last 12 months 5 out of 11 trainees were recruited on to permanent positions within the organisation.

Through the Carers Strategy, carers and ex-carers are being assisted into employment. Advice and guidance on vocational training provides part of the service.

The Volunteering programme in HHAS recruits, trains and places volunteers in a variety of roles within the Learning Disability Service and the Sunderland Community Mental Health Partnership.

HHAS clients are using Direct Payments scheme to pay for college courses to enhance changes in the workplace.

A new Transitions Team has been set up to ensure vulnerable young people who have been receiving care and support from Children's Services have a smooth transition into adulthood and receive the care and support they need.

Sunderland City Council's Family, Adult and Community Learning Service (FACL) have a range of learning programmes in Downhill, Southwick, Town End Farm and Redhouse designed to engage hard to reach adults. Courses are being planned for delivery in the Bunny Hill Centre.

Job Linkage is a nationally accredited Information, Advice and Guidance service, with over 11 years experience of delivering community based employment services. Co-ordinated by Sunderland City Council it aims to 'Link Local People to Local Jobs'. There are 3 Job Linkage outlets across the City, based in community settings. In the North area, these are Hylton Castle, Town End Farm, and Southwick.

The Working Neighbourhoods Fund is ensuring the strategic expansion of the existing Job Linkage service to ensure that support for individuals to move from unemployment into work is both co-ordinated across the City and tailored to the specific needs of the North Area.

A specific community liaison officer within the Job Linkage service has been appointed for the North Area to target recruitment and ongoing support at the most vulnerable residents.

Employability skills courses are being developed to be delivered in 2009/10. These courses are aimed at developing individual's skills so that they become sustainable in the local economy in terms of participating in volunteering opportunities or progressing into options that will lead to future employment.

Textiles courses for learners with learning difficulties/disabilities are currently delivered by FACL at the Bunny Hill Centre.

### **Gaps/Needs**

Provision is predominantly during the day. There is limited provision at evenings and weekends.

### **Action**

This item is being addressed through the Learning priority.

### **Priority 7**

#### **Co-ordinate approach to enterprise support and development**

#### **Background/Key Issues**

Businesses who are starting up in a stage of development receive assistance in this area and it is important to co-ordinate this approach to provide consistency and quality to those who seek such a service

#### **Current Activity**

The North-East Business Innovation Centre (BIC) is located in the North and is one of the leading enterprise agencies in the United Kingdom. The BIC is an organisation which exists to service businesses of all sizes at all stages. The team of experienced advisers help hundreds of businesses to start up each year, and the 14-acre BIC site can accommodate over 160 companies in purpose-built offices and work spaces. They also offer an array of technical resources and support services, as well as quality meeting / conference facilities fitted with the latest video conferencing equipment.

Established in 1994, the facilities have grown in line with the needs of industry and include specific incubator units to help nurture aspiring businesses.

Sunderland Enterprise Consortia (SEC) is a unique and long established Wearside based partnership that is focused upon the stimulation and development of enterprise within the City of Sunderland. Each partner brings a specialist route way and reach to the stimulation and growth of the enterprise market within Wearside. The consortia, including SES, BIC, SNCBC, FISCUS, Gentoo and Sunderland City Council, have designed an intensive Enterprise Talent Scout initiative funded through Working Neighbourhoods Funding. Talent scouts and business advisers are working throughout Sunderland to target new potential entrepreneurs and support them on the route to setting up in business. SEC promotes self-employment, social enterprise and aims to increase business creation amongst people from the City of Sunderland, including residents from deprived communities and under-represented groups and/or individuals. The objective is to capture the imagination and engage Wearside residents via Talent Scouts and Community Enterprise Coachin, delivering intensive customer facing support whilst supporting and assisting residents to access business start up support.

The SEC provides 1:1 self employment business start up advice, training and assistance from SNCBC and Job Linkage offices, Sunderland BIC, Gentoo housing offices and community venues

The activities of the SEC is backed up by a small and larger grant fund to help new businesses develop and existing businesses grow.

In terms of Business starts, the Enterprise Activity of partners has supported the start up of 9 new enterprises, including an artist, an entertainer, a design consultant and a builder.

## Developing an Economic Masterplan for Sunderland

### REPORT OF THE HEAD OF STRATEGIC ECONOMIC DEVELOPMENT

#### 1.0 Why has this report come to the Committee?

- 1.1 The purpose of this report is to share with the North Sunderland Area Committee the content of the Economic Masterplan for Sunderland as it has been developed so far, in order that it might be used to inform the Committee's discussion of the Prosperous City theme within its Local Area Plan. Also to seek the views of the Area Committee on the economic direction for Sunderland that has been produced.
- 1.2 The development and delivery of a successful Economic Masterplan for Sunderland will make a significant contribution to the achievement of Strategic Priority 1: Prosperous City. The contribution of the North Area of the City to the achievement of the overall vision is likely to be substantial.

#### 2.0 Background

- 2.1 A report was presented to this Committee on the 7<sup>th</sup> September 2009 outlining progress made up until that point on the Economic Masterplan.
- 2.2 Since that meeting Cabinet has agreed the proposed Vision for the Economic Masterplan and a set of five aims, based on the ideas and analysis that was presented to this group in September. These are now being shared in the press and on the council's website, and residents views are being sought.
- 2.3 Focused delivery groups have now been established for each of the Aims. These groups are identifying the projects, programmes and activities that will contribute to the delivery of each aim, as well as looking at how activity can be resourced.
- 2.4 Progress is also being made towards a detailed City Centre Strategic Framework. The City Centre is the subject of Aim 3 of the Economic Masterplan, and the City Centre Strategic Framework will set out in detail the role of the City Centre in delivering the Economic Masterplan. This work has built on the outcome of a City Centre workshop, which took place in September and included representatives from retailers, businesses, community groups and public sector partners. It is anticipated that this Framework will be complete in draft for consultation with the public in February.

#### 3.0 The Vision and Aims

- 3.1 A preferred direction and set of 5 aims has now been developed for Sunderland's Economic Masterplan. The proposed vision is for Sunderland to become:  
  
'An entrepreneurial University City at the heart of a low carbon regional economy'
- 3.2 The vision is supported by 5 Aims.

**Aim 1 '...a new kind of University City'**

**Aim 2 '...a national hub of the low carbon economy'**

**Aim 3 ‘...a connected waterfront city centre’**

**Aim 4 ‘...a whole-life, inclusive city economy’**

**Aim 5 ‘...entrepreneurial in economic leadership’**

3.3 The Vision and Aims have been approved by the Council’s Cabinet on the 2<sup>nd</sup> December 2009.

3.4 Each proposed Aim is described in turn below:

**4.0 Aim 1 ‘A new kind of University City’:** This is about Sunderland University’s ability to facilitate enterprise and innovation in the city, as a ‘hands on’ enabler and key driver, and its ability to support raising ambition across the city.

**4.1 Potential role for the North Area:** Important role as host for one of the University campuses plus the Business and Innovation Centre.

4.2 This Aim has four key components:

- a) **Utilisation of assets for wealth and job creation:** The University leading, in collaboration with other city institutions, in delivering strategies and programmes for enterprise, innovation and business development.
- b) **Promoting Brand and Repute:** Building and promoting Sunderland’s brand and repute on the activities and achievements of its higher and further education sectors and presenting a distinctive physical offer to change the perceptions and expectations investors and key decision makers have of Sunderland.
- c) **Building entrepreneurial institutions:** Establishing entrepreneurial institutions and partnerships to capture and reproduce creativity and innovation.
- d) **Fostering Cultural Change:** The ambition behind ‘a new kind of University City’ is to secure a sustained transformation that extends to the city as a whole, raising the aspirations of residents of Sunderland and the region. This will require ‘symbols of change’, such as pioneering projects in the city centre (linking to Aim 3), innovative approaches to carbon reduction (linking to Aim 2) and community engagement through outreach activities, such as wider entrepreneurship education programmes (linking to Aim 4)

**5.0 Aim 2 ‘A national hub of the low carbon economy’:** emphasises the city’s national exemplar potential in this agenda and the need to promote showcase projects, including electric vehicles, but also in other low carbon technologies and lifestyles.

**5.1 Potential role for the North Area:** A role in each target sector, but especially as a potential key location for software, health and well-being and creative industries, as well as supply of labour and services to electric vehicle production and offshore energy industry.

5.2 This Aim has four key components:

- a) **Pioneering a low carbon economy:** Encouraging early development of the Electric Vehicle sector (and market) will allow Sunderland to gain pioneering advantage. Many new industries will evolve in the early stages of electric car technology and production. Electric batteries, telematics and infomatics, charging point technology, ‘Smart Grid’ integration, and ‘payment options’ all give rise to business investment opportunities in the city. This should also include new approaches to the regeneration, growth and connectivity of local communities through ‘pioneering, low carbon city villages’.
- b) **Sector development plans for a low carbon economy,** including skills, supply chains and inward investment. There will be a focus on the following Sectors:



### **Advanced Engineering (Electric Vehicles)**

A focus on this sector builds directly on the city's established strengths in manufacturing and strong growth in GVA in this sector in Sunderland. In employment and GVA terms, this sector is projected to increase at a greater rate in Sunderland than regionally, with important emerging opportunities in automotive manufacture associated with electric vehicles. The city has an established manufacturing supply-chain linked to Nissan, Rolls Royce etc that can be further developed to respond to new opportunities.

### **Energy for a low carbon economy**

Establishing our role in renewable energy production to support the low carbon economy. Major global shifts are occurring in the energy sector, with a strong focus on low carbon energy sources, including off-shore wind power generation. While the traditional utilities sectors are projected to decline in employment significance, the city is well placed to capture regional economic activity associated with low carbon energy including the North Sea off-shore wind energy programme. The combination of manufacturing skills, port capacity and the experience of developing the Nissan supply-chain, offers real opportunities for Sunderland in this sector. Links between new forms of energy, electric vehicle specialisms and Software City could create significant opportunities for added value activities associated with energy production and utilisation.

### **Software / Business Services**

This sector is projected to grow ahead of the regional pace, albeit from a comparatively low base. It reflects the global drive towards more knowledge intensive activities and associated technology and encompasses the established 'Software City' initiative, which seeks to develop the city's recognised strengths in software production and applications

### **Health & well-being**

Business activities associated with health and well-being are projected to grow strongly in the city, both in employment and GVA terms. This is already a strong sector in the city economy and its growth would respond to increasing market opportunities around healthy living but also the drive to tackle ill-health and economic inactivity. There is a clear link between growing this sector and the need to radically improve the city's labour market competitiveness. Sunderland has the potential to capture an increasing share of regional growth in this sector with direct relevance to wider city agendas.

### **Creative industries**

This sector is not straightforward to define but generally comprises a range of activities associated with artistic pursuit and design technology and production. While it is not possible to be precise about growth prospects in Sunderland, the combination of assets including University facilities and specialisms, the Music City initiative and programmes linked to the National Glass Centre etc, offer a base from which this sector could become a stronger feature of the city economy. The development of this sector fits well with the drive for a more distinctive, waterfront city centre, where more visible creative activity and associated events programmes could support retention of younger population, improve the external perceptions of the city and thus enhance its broader business investment appeal.

- c) **A 'Low Carbon Technopole'**: establishing appropriate sites and premises for the Low Carbon Economic Area and creating a low carbon business infrastructure.
- d) **Embedding low carbon economy principles**: ensuring we live up to the concept of a low carbon economy by showcasing low carbon buildings, providing sustainable transport and educating people in low carbon approaches.

- 6.0 **Aim 3 ‘A connected waterfront city centre’:** **This reflects the importance of the city centre as a whole but also seeks to emphasise the importance of the city’s waterfront position as a driver for economic development and place-making.**
- 6.1 **Potential role for the North Area:** Pivotal role in providing the City’s finest waterfront locations (river and beach) and the city centre north of the River Wear.
- 6.2 This Aim has three key components:
- a) **A complementary city centre:** focuses on strengthening the city centre’s offer and its assets to develop its principal role as an employment centre and its ability to draw in people to use retail and leisure facilities. In this way Sunderland City Centre will be equipped to boost regional economic performance and national competitiveness.
  - b) **A distinctive waterfront city centre:** seeks to capitalise on the city centre’s waterfront proximity - river and sea, as a distinguishing feature of the city and an asset that will encourage further economic activity, as one of a series of distinctive city centre districts, gateways and destinations in the region. The emphasis is also on developing the city centre as a ‘showcase’ for the new city economy through exemplar projects for ‘University City’ and the ‘Low Carbon Economic Area’.
  - c) **A connected city centre:** The reference to a ‘connected’ city applies at several levels, including connections to other cities to improve Sunderland’s credentials as a business location and internal connections to improve the efficiency and quality of people’s experiences travelling within the city centre. Importantly this also includes digital connectivity, with potential for enhanced broadband services.
- 7.0 **Aim 4 ‘A whole life inclusive city’:** provides the link to the Working Neighbourhoods Strategy, particularly its enterprise components, which link well with the ‘entrepreneurial’ vision, but also ensure that the strategy provides a framework for delivering economic interventions that directly contribute to improving access to opportunity and reducing worklessness. The ‘inclusive’ reference seeks to convey a message about linkage and accessibility from communities to new economic foci as well as using the economic agenda to address social exclusion. ‘Whole life’ refers to all ages but also seeks to pick up the health and lifestyle messages from the Green/Park City.
- 7.1 **Potential role for the North Area:** University will play a key role in raising aspirations and supporting businesses. North Area a key attractor for young people.
- 7.2 This Aim has four key components:
- a) **Engaging neighbourhoods in the new economy:** The strong emphasis on skills development and enterprise under this Aim, and also through the ‘University City’ brand, supports the delivery of sustained improvement in disadvantaged communities across Sunderland.
  - b) **Prospecting and developing city enterprise:** For the ‘entrepreneurial University City’, a city-wide Enterprise Strategy is a prerequisite. This should be a multi-layered strategy addressing enterprise and entrepreneurship deficits at all levels.
  - c) **A strategic approach to raising skills:** An inclusive city economy for Sunderland requires a focused approach to workforce skills – one that reflects the diversity in both the capabilities of city residents and the needs of the new economy.
  - d) **Retaining young people in the city:** A ‘whole life, inclusive city economy’ is dependent on retaining young people in Sunderland. While the strategy will create opportunities for all age groups, and the ‘whole-life’ principle reflects this aim, the economic strategy prioritises a strategic approach to retaining and attracting young people to live and work in Sunderland.

**8.0 Aim 5 ‘Entrepreneurial in economic leadership’:** The economic vision and aims for Sunderland are ambitious and challenging, but achievable. Driving this ambitious city agenda will require clear, strong, entrepreneurial leadership around which resources and appropriate governance arrangements can be assembled.

## **9.0 Next Steps**

- 9.1 The vision and aims are being shared with residents through the media and on the council’s website. Further events are also being held with Business groups and community organisations across the city.
- 9.2 The Delivery Groups are progressing the development of the Delivery Plans for the Economic Masterplan. It is expected that these will be completed and approved by the Economic Masterplan Steering Group by the end of March 2010.
- 9.3 The Delivery plans will be assessed for robustness against a set of scenarios, to allow the delivery groups to prepare contingency plans setting out how the Economic Masterplan would move forward should external factors (i.e. levels of private sector funding) not be as expected.
- 9.4 It is anticipated that a draft final Economic Masterplan will be ready in Spring 2010 for presentation to Cabinet in June, followed by wider consultation as a full document through the Autumn.

## **10.0 Recommendation**

- 10.1 Members are recommended to note the content of this report and utilise it in their discussions regarding the Prosperous City theme.

## **12.0 Background Papers**

- 12.1 Report of the Deputy Chief Executive, 2<sup>nd</sup> December 2009, Cabinet Report: ‘Developing an Economic Masterplan for Sunderland’.

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