

# **ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE**

14 FEBRUARY 2011

## **SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: THE WORLD CUP 2018 BID: HOST CITY - DVD**

### **REPORT OF THE CHIEF EXECUTIVE**

**Strategic Priority: SP5 - Attractive and Inclusive City**

**Corporate Priorities: CI01 – Delivering Customer Focused Services, CI04  
– Improving Partnership Working To Deliver 'One City'**

#### **1. PURPOSE OF THE REPORT**

- 1.1 The purpose of this report is to inform members that the DVD produced for the World Cup 2018 Bid where Sunderland was awarded Host City status will be shown to members of the Scrutiny Committee in the context of the Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 The DVD will inform/contribute to the Scrutiny Committee's policy review for 2010/11 into Sunderland 'the Place'.

#### **2. BACKGROUND**

- 2.1 At its meeting on 17 June 2010 the Scrutiny Committee agreed to focus on Sunderland 'the Place' as the Policy Review for 2010/11 and agreed the aim of the review and terms of reference at its meeting on 12 July 2010.
- 2.2 On 2 February 2011, members of the Scrutiny Committee visited the Stadium of Light and were given a presentation regarding Sunderland AFC as a strong brand for the city and as a major partner in improving the city's sense of place/pride.
- 2.3 At the presentation members were shown the DVD produced for the World Cup 2018 Bid when Sunderland was awarded Host City status. Members were very impressed by this DVD and asked for this to be shown in the formal committee setting for those members who had been unable to attend.

2.4 The presentation will contribute principally to the following terms of reference for the Policy Review;

(d) To understand Sunderland's 'story', where the city is positioned now and the image and identity the City Council and partners are aspiring to and working towards;

### **3. CONCLUSION**

3.1 Members are asked to view the DVD to inform the Policy Review; Sunderland 'the Place'.

### **4. RECOMMENDATION**

4.1 That Members consider and comment on the DVD.

### **5. BACKGROUND PAPERS**

- None

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