

At a meeting of the PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE held in the CIVIC CENTRE on WEDNESDAY 22ND SEPTEMBER, 2010 at 5.30 p.m.

Present:-

Councillor Mordey in the Chair

Councillors Bell, D. Forbes, P. Gibson, Howe, Snowdon, A. Wright and T. Wright.

Also Present:-

Councillor Charlton – Prosperous City Portfolio Holder.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Cuthbert, Old and J.B. Scott.

Declarations of Interest

There were no declarations of interest made.

Minutes of the Last Meeting of the Committee held on 16th June, 2010

1. RESOLVED that the minutes of the last meeting of the Committee held on 16th June, 2010 be confirmed and signed as a correct record and that Members' comments in relation to the Economic Masterplan, as detailed in page 3 of the minutes be submitted to Council for consideration.

Response from Cabinet – 24th June, 2010 – Policy Review – Working Neighbourhood Strategy

The Deputy Chief Executive and the Portfolio Holder for Prosperous City, submitted a report (copy circulated) which provided Members with feedback from the Cabinet meeting held on 24th June, 2010 where consideration was given to the Committee's policy review into the operation of the Working Neighbourhood Strategy.

(For copy report – see original minutes).

Members were advised that Cabinet had approved the recommendations from the review in their entirety and the Committee's attention was drawn to Appendix A which provided the action plan relating to each recommendation.

Councillor Charlton, Portfolio Holder for Prosperous City, presented the feedback in relation to the Action Plan and was joined by Karen Alexander, Acting Employment and Training Manager, to address any comments or question from Members.

Councillor Gibson stated that Job Linkage had been in existence for a number of years and had benefited from Council funding streams over this period of time without providing a great deal of feedback to Members. Councillor Charlton advised that feedback reports had been submitted to Cabinet and Scrutiny Committees, however, Councillor T. Wright concurred with Councillor Gibson that the Council had 75 elected Members, not all of whom sat on Cabinet or a Scrutiny Committee. Councillor Charlton suggested that perhaps a mechanism could be devised whereby the information was disseminated via the Area Committees.

Councillor Snowdon referred to the cessation of the Working Neighbourhood Strategy in March 2011 and the possibility that its replacement may not be operational for a further 6 months. She asked how would any potential gaps be filled. Ms. Alexander confirmed that the money at the schemes disposal would cease on the 31st March, 2011. The Council was trying to explore possibilities to carry services forward with prime contractors. It was possible that a report to Cabinet on the matter would be submitted in November. It was also possible that the Comprehensive Spending Review in October may provide some transitional funding.

Councillor Howe referred to Councillor Charlton's comments in his presentation that jobs were being created in one hand and lost through the other. He asked if the Council was aware of the correlation between the two. Ms. Alexander replied that if support had not been provided through the Working Neighbourhood Strategy the effects of the recession may have been far greater. It was perhaps true to say however that there had been an element of running to keep still.

Councillor T. Wright referred to the fact that Hitachi were soon to establish a base in Sedgefield and asked how Sunderland could prepare to ensure that potential employees from within the City could benefit? Janet Snaith, Head of the City Business and Investment Team, replied that this would involve establishing what kind of skills sets were required by Hitachi and promoting these through Job Linkage.

The Chairman having thanked Councillor Charlton and Ms. Alexander for their attendance it was:-

2. RESOLED that the actions contained within the Action Plan as detailed in Appendix A to the report be received and noted.

Low Carbon Economy – Policy Review 2010/11: Baseline Position

The Deputy Chief Executive submitted a report (copy circulated) which set out the baseline position in relation to the Committee's Policy Review on the development of the low carbon economy in Sunderland.

(For copy report – see original minutes).

Janet Snaith, Head of the City Business and Investment Team, presented the report which:-

- reiterated the previously agreed terms of reference;
- provided Members with definitions of the Low Carbon Economy;
- the national policy context;
- the local policy background; and
- an overview of Sunderland as a Low Carbon Place and the growth of Low Carbon businesses in the City.

To compliment the report, Kathryn Warrington provided Members with a comprehensive Powerpoint presentation which outlined:-

- the climate change drivers, including the Nottingham declaration on Climate Change (signed September 2001), the EUROCITIES declaration (signed October 2008), the Climate Change Bill (November 2008) and the EU Covenant of Mayors (signed February 2009);
- the extent of Sunderland City Council's carbon emissions;
- Sunderland's vision i.e. 'Sunderland City Council will become a Low Carbon Council by using energy more efficiently and by using and developing more of our own low carbon energy sources';
- Sunderland's target to reduce the Council's carbon emissions by 10% in 5 years;
- the development of the Carbon Plan;
- the Climate Change Action Plan;
- Sunderland's Energy Summit;
- Sunderland's Low Carbon City Champions.

Councillor Gibson advised that Sunderland City Council had been named as one of the members of the Low Carbon City Campaign. He stated, however, that if the Council was a firm believer in the Low Carbon Economy it should be seen to be leading from the front. He referred to recent attempts by Portland School to erect windmills only to have their applications declined by the Planning Section.

Ms. Warrington confirmed that the planning regulations with regard to wind turbines

were complex, however, turbines had been approved at Venerable Bede, St. Roberts, Houghton Kieper and Hetton Lyons Schools. Planning consent was less of an issue with regard to solar panels and Ms. Warrington believed personally that photovoltaic cells were the way forward with regard to renewable energy. Ms. Warrington advised that the Council was working with the National Renewable Energy Centre Limited (NAREC) to provide funding for solar panels in public accessible buildings such as the Civic Centre, Museum and Winter Gardens and the City Library. With regard to turbines, work had been done with the Partnership for Renewals to identify potential sites within the City. Of the 20 identified only 2 had ultimately proved suitable (the former Ryhope Golf Course and Hetton Woodland).

Councillor Snowdon stated that she had had initial concerns regarding wind turbines, particularly in relation to potential noise pollution, however, these had been allayed upon visiting the large wind farm at Eppleton. Ms. Warrington advised that the Utilities periodically arranged visits to the sites and she would inform Members when the next dates had been announced.

In response to an enquiry from Councillor Howe, Ms. Warrington confirmed that 24% of the Council's carbon emissions came from street lighting. Janet Snaith, Head of the City Business and Investment Team, also confirmed that the retrofit to 139 Gentoo homes was the largest scheme of its kind in the UK.

The Chairman having suggested that Low Carbon Place be the subject of a Task and Finish Group and that the aspects outlined in paragraph 7.8 of the report should be considered by the Committee as a whole, it was:-

3. RESOLVED that the report be received and noted and that Low Carbon Place be delegated to a Task and Finish Group for consideration.

Year End Performance Report 2009/2010 Prosperity and Economic Development

The Deputy Chief Executive submitted a report (copy circulated) which provided Members with a performance update relating to the period April 2009 to March 2010 including details of key achievements, resident satisfaction surveys and progress in relation to LAA targets and other national indicators.

(For copy report – see original minutes).

Gillian Robinson, Corporate Performance Monitoring Manager, presented the report and together with Karen Alexander, addressed questions and comments from Members.

In response to an enquiry from Councillor D. Forbes, Ms. Alexander advised that the £10 million package of IT training had been awarded to Sunderland after the City had won first prize in a competition organised by Microsoft. This was part of a campaign to use digital technology to help people into work. The Council would not receive money directly but would have the ability to enable people to access Microsoft training courses. In response to an enquiry from Councillor T. Wright,

Ms. Alexander advised that she did not know the full extent of the take up to date as the project was being led by the Council's ICT service. She would, however, investigate and ensure Members received an update.

Councillor T. Wright referred to Performance Indicator (PI) NI 171 regarding VAT registration rates. He noted that the target had increased by 3% to 36.1 per 10,000 population and asked if this was realistic given the economic downturn.

Ms. Robinson advised that the PI was a National Indicator, however, there was an ongoing debate as to the appropriateness of VAT as a measure.

Councillor A. Wright referred to paragraph 3.1 and asked how far off full occupation were the units at Rainton Bridge Business Park as he believed the Park was well short of 75% occupation. Janet Snaith advised that the developer had targets to meet which it may seek to renegotiate. Despite the economic downturn it wasn't easy to make predictions. The interest from NPower had come out of the blue and negotiations were ongoing which had the potential to bring 500 jobs to the Park.

Councillor A. Wright referred to the bullet point in paragraph 3.3 regarding the promotion of the City as a competitive business location and asked where this was being carried out. As well as regionally and nationally, Janet Snaith advised that promotion was also undertaken in Washington DC, China, Detroit and India.

There being no further questions for Ms. Robinson or Ms. Snaith, the Chairman thanked them for their report and it was:-

4. RESOLVED that the report be received and noted.

Forward Plan – Key Decisions for the Period 1st October, 2010 – 31st January, 2011

The Chief Executive submitted a report (copy circulated) to provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1st October, 2010 – 31st January, 2011 which related to the Prosperity and Economic Development Scrutiny Committee.

(For copy report – see original minutes).

Councillor Snowdon referred to item 01428 regarding Job Linkage and that it was referred to the Committee prior to submission to Cabinet. The Chairman having requested that item 01409 (to approve the employment strategy) was also submitted to the Committee, it was:-

5. RESOLVED that the contents of the Forward Plan be noted.

Work Programme 2010-11

The Chief Executive submitted a report (copy circulated) which attached for Members' information, the current Work Programme for the Committee work during the 2010-11 Council year.

(For copy report – see original minutes).

6. RESOLVED that the Committee's Work Programme for 2010-11 be received and noted.

The Chairman then closed the meeting having thanked everyone for their attendance.

(Signed) M. MORDEY,
Chairman.

RESPONSE FROM CABINET – 24 JUNE 2010

POLICY REVIEW – Tourism and Marketing in Sunderland

**REPORT OF EXECUTIVE DIRECTOR OF CITY SERVICES AND THE
PORTFOLIO HOLDER FOR SAFER CITY AND CULTURE**

STRATEGIC PRIORITIES: SP: Prosperous City.

**CORPORATE PRIORITIES: CIO1: Delivering Customer Focused Services,
CIO4: Improving Partnership Working to Deliver ‘One City’.**

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to provide feedback from the Cabinet meeting held on 24 June 2010, which considered the Prosperity and Scrutiny Committee’s policy report into tourism and marketing in Sunderland.

2.0 BACKGROUND INFORMATION

2.1 The investigation into tourism and marketing in Sunderland conducted by the Prosperity and Economic Development Scrutiny Committee falls under the remit of the Executive Director of City Services and is within the service area covered by the Portfolio Holder for Safer City and Culture.

2.2 On 24 June 2010, Cabinet considered the Final Report of the Committee. This report provides feedback from the Portfolio Holder for Safer City and Culture following the Cabinet’s consideration of, and decisions in relation to this Committee’s recommendations.

2.3 The review investigated Sunderland City Council’s role and responsibility in marketing the city to potential visitors and whether the requirements of Sunderland are represented through its profile at a local, sub-regional and regional basis.

2.4 Following on from this report, progress towards completion of the actions will be monitored through the Action Plan, with standardised six monthly monitoring reports to be presented to the Committee.

3.0 RESPONSE FROM CABINET TO THE POLICY REVIEW

3.1 Following consideration of the Final Report, Cabinet approved the recommendations in their entirety. Details of each recommendation and proposed actions to be taken following approval by Cabinet are provided in the Action Plan attached at **Appendix A**.

3.2 Cabinet commended and congratulated the Committee and its officers for their hard work in undertaking the policy review and additional work.

4.0 RECOMMENDATIONS

4.1 That Members note the proposed actions detailed within the Action Plan, appended to this report (**Appendix A**) and seek clarification on its content where felt appropriate.

5.0 BACKGROUND PAPERS

5.1 The following background papers were used in the preparation of this report:-

- (i) Cabinet Agenda, 24 June 2010.

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Appendix A

Prosperity and Economic Development Scrutiny Committee Tourism & Marketing Task and Finish Group Recommendations

Ref	Recommendation	Action	Owner	Cost Implication?	Due Date	Progress Commentary
	That all council-wide strategies relevant to building Sunderland's profile as a visitor destination be consistent with their key messages and complement the future development of the city's Destination Management Plan	To ensure that the objectives of the Sunderland Destination Management Plan (SDMP) feed into the communications plans for the Prosperous City comms portfolio)	Jane Hall - Assistant Head of Culture and Tourism Jane Peverley External Communications Manager	No - to be identified within current resources	Commencing Autumn 2010 – adoption of Sunderland Destination Management Plan	The Sunderland Destination Management Plan is currently in draft awaiting final approval. Communications is included within the Action Plan . This also highlights the need to work with partners, both across the city, the sub-region and regionally.
	That the identification of an appropriate champion / lead officer and the creation of a partnership to market the city as a destination be further explored	Culture and Tourism	Jane Hall - Assistant Head of Culture and Tourism	No - to be identified within current resources	Commencing Autumn 2010 – adoption of Sunderland Destination Management Plan	Initial review has already taken place. At this time the partnership group are building up best practice and accessing resources. Aim 3 of the Economic Master plan also includes a review of the management of the city centre which would support this.

	That the City Council develops stronger links with Durham Area Tourism Partnership to ensure that opportunities for joint working are fully explored, building upon the shared strengths of the two areas	Set up meetings and lines of communication with the Durham ATP. Financial contributions may be required to support activity.	Jane Hall - Assistant Head of Culture and Tourism	Yes - this will be considered/prioritised within the finalisation of the city's Destination Management Plan.	Commencing Autumn 2010	Clear links are already in place with Durham ATP with regard to World Cup and World Heritage programmes. Following the recent announcements regarding ONE, there is currently uncertainty regarding the future of the ATP's. All funding, partnerships and workplans are under review.
	That a 'whole city' approach to the marketing of attractions and events be adopted to be delivered through the City Marketing Partners	City Marketing Partners is already developing	City Marketing Partners Jane Peverley External Comms Manager	No - to be identified within current resources	Commenced July 2010	All tourism activity supports the Sunderland Image Strategy. The Sunderland 'The Place' review being undertaken by the Environment and Attractive Scrutiny Committee will also inform the future marketing of attractions and events.

	<p>That, in light of the difficulties in the current economic climate, innovative approaches to developing the accommodation offer within Sunderland together with maximising the existing use of accommodation be further explored</p>	<p>Proactively communicating with hotel developers for key sites identified as leisure sector developments. Ensure that tourism is embedded in core planning strategies.</p>	<p>City Services - Planning and Property Services via Aim 3 of Economic Master plan</p>	<p>No - to be identified within current resources</p>	<p>Commencing Autumn 2010 – action subject to successful appointment of Culture and Tourism Development Officer and working in Partnership with Corporate Colleagues</p>	<p>Tourism perspective added into the draft Core Strategy (March 2010). This is also a key item in Aim 3 of the Economic Master plan. A 'Hotel Study' has been produced via the ATP. Recruitment for the post of the Culture & Tourism Development Officer is now underway via the Internal Jobs Market.</p>
	<p>That a review of the existing tourist information and signage across the city be undertaken to ensure a clear and consistent approach is adopted</p>	<p>The TIC/Library Review (2010/11) and Legible City project should deliver both of these recommendations. Resources will be required in order to deliver any significant Legible City programme.</p>	<p>Jane Hall - Assistant Head of Culture and Tourism via Aim 3 of Economic Masterplan</p>	<p>Yes. This will be considered as part of the MTFs process with other Council priorities</p>	<p>September to March 2011 in line with MTFs process and in consultation with Corporate Communications</p>	<p>Library & Tourist Information Services review underway with a delivery date of March 2011. Legible City project currently has no resources attached at present but has been listed as a priority in Aim 3 of the Economic Masterplan. The Sunderland 'The Place' review being undertaken by the Environment and Attractive Scrutiny Committee will also consider the aspirations for</p>

						developing Sunderland as a 'Legible City'
	Build upon Sunderland's strengths, particularly the success of the city's events programme, by identifying further opportunities to enhance the existing events programme and promoting the quality and warmth of Sunderland's welcome to visitors, with the aim of increasing the number of visitors and length of time they stay	To continue to provide a quality festivals and events programme seeking additional resources where necessary.	Peter Mooney, Festivals & Events Manager	Yes - to be delivered within existing budgets and other funding to be sought on an ongoing basis	As per Annual Events Calendar January to December 2010 onwards	The Festivals & Events programme is highlighted in the SDMP as important for the city. Tourism team work on events development and marketing activity to increase number of longer stay visitors to the city attracted by events programme

	That in order to develop the Sunderland offer a full review of assets is undertaken, to assess the current demand and usage, with a view to identifying how they can be further developed	A review of main tourism product and assets is included in the Sunderland Destination Management Plan , which also includes opportunities for development	Jane Hall - Assistant Head of Culture and Tourism	No- to be identified within current resources	Linked to Sunderland Destination Management Plan – work to commence Autumn 2010 following adoption of plan	Included in the SDMP as themed product, but the majority of the tourism assets are not council owned and therefore SCC to provide support role only. City Centre area is key to the destination development and this will be picked up via Aim 3 of the Economic master plan. Business support is provided via the ATP and is included in the SDMP action plan
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**PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE
20 OCTOBER 2010**

**POLICY DEVELOPMENT & REVIEW 2010/11 – LOW CARBON ECONOMY - TASK
AND FINISH GROUP UPDATE**

Report of the Chief Executive

STRATEGIC PRIORITIES: SP3 Prosperous City

**CORPORATE PRIORITIES: CIO1: Delivering Customer Focused Services, CIO4:
Improving Partnership Working to Deliver 'One City'.**

1. Purpose of Report

1.1 The purpose of the report is to provide an update on the work of the Committee's Task and Finish Group on the development of the low carbon economy in Sunderland.

2. Background

2.1 On 18 June 2009, the Committee agreed to undertake a policy review into the development of a Low Carbon Economy in Sunderland. The terms of reference of the review were agreed at its meeting on 14 July 2010 and the Committee received a baseline presentation at its meeting on 22 September 2010.

2.2 The Committee also agreed to establish a Task and Finish Group on this issue to help undertake research. The Group comprises Councillor Mordey (Chair), Councillor Snowdon, Councillor Bell, Councillor Cuthbert, Councillor P Gibson and Councillor A Wright.

2.3 As a starting point, it was agreed that the Task and Finish Group focus on the progress that has been made in relation to **Low Carbon Place**. This encompasses physical infrastructure and local projects and initiatives aimed at reducing the City's carbon footprint, for example:

- Low Carbon City Campaign - encouraging the City's residents and businesses to reduce greenhouse gas emissions;
- low carbon commercial buildings (new and existing);
low carbon homes.

2.3 An initial meeting of the Group will be held on 20 October 2010. It is intended that the Group will provide regular progress reports on their work in order that it can feed into the final report of the Committee.

2.4 In view of the timescales involved, a verbal update on the issues raised at the Task and Finish Group will be provided at the Committee.

3. Recommendation

- 3.1 Members are recommended to consider the evidence provided as part of their study.

Background Papers

Local Transport Plan 2006-11
Sunderland City Council Parking Strategy

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PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

SEABURN MASTERPLAN DRAFT SUPPLEMENTARY PLANNING DOCUMENT

REPORT OF THE CHIEF EXECUTIVE

29 OCTOBER 2010

1. PURPOSE OF THE REPORT

- 1.1 To consider the report of the Deputy Chief Executive on the Seaburn Masterplan Draft Supplementary Planning Document.
- 1.2 The report, attached as **Appendix 1** has been included on the agenda as part of the consultation process in order to allow the Committee to provide comment.

2. INTRODUCTION/BACKGROUND

- 2.1 On 6 October 2010, Cabinet considered the attached report and agreed to approval of the Draft Seaburn Masterplan Supplementary Planning Document and accompanying Sustainability Appraisal and Appropriate Assessment for the purposes of consultation.
- 2.2 The draft Seaburn Masterplan and Design Code document is available for members to view prior to the Committee meeting on <http://cmis/CMISWebPublic/Binary.ashx?Document=19967>
- 2.3 The Seafront Regeneration Strategy was adopted in February 2010. This provides an overarching framework to guide future development at the seafront and identifies a vision for both Seaburn and Roker. Building upon this vision the strategy identifies a series of 'Character Areas' and sets out key development principles for each.
- 2.4 The Seafront Regeneration Strategy also establishes the need for a suite of delivery documents, designed to expand upon the ambitions of the strategy and provide detailed design guidance for the Character Areas identified.

5. RECOMMENDATION

- 5.1 That the Committee note, and provide comment on the content of the Cabinet report.

6. BACKGROUND PAPERS

- 6.1 Cabinet Agenda and Minutes 6 October 2010
- 6.2 Seaburn Masterplan and Design Code;
<http://cmis/CMISWebPublic/Binary.ashx?Document=19967>

CABINET MEETING – 6 October 2010

EXECUTIVE SUMMARY SHEET – PART I

Title of Report:

Seaburn Masterplan Draft Supplementary Planning Document

Author(s):

Deputy Chief Executive

Purpose of Report:

To seek Cabinet's approval of the Draft Seaburn Masterplan Supplementary Planning Document and accompanying Sustainability Appraisal and Appropriate Assessment for the purposes of consultation.

Description of Decision:

Cabinet is recommended to:

- a) Approve the Draft Seaburn Masterplan and accompanying Sustainability Appraisal and Appropriate Assessment for the purposes of consultation.
- b) Approve the Draft Seaburn Masterplan Supplementary Planning Document as interim planning guidance to be used as a material consideration, pending its finalisation following consultation.

Is the decision consistent with the Budget/Policy Framework? Yes

If not, Council approval is required to change the Budget/Policy Framework

Suggested reason(s) for Decision:

To initiate a formal process to progress the Draft Seaburn Masterplan to adoption by the Council as a Supplementary Planning Document, by carrying out public consultation on its content. This will inform the completion of a document that will help facilitate the planning and regeneration of the seafront at Seaburn in a manner that achieves the aspirations set out in the Sunderland Strategy and the Seafront Regeneration Strategy.

Alternative options to be considered and recommended to be rejected:

The alternative option is not to prepare a masterplan for Seaburn. The consequences of this would be not to have clear guidance on appropriate forms of development for Seaburn. This would weaken the council's ability to control the type of development and design quality at the seafront leaving the area to be developed on an ad hoc basis. Not having an approved masterplan would result in a lower standard of development than would otherwise be achieved, failing to make the best use of Seaburn's potential as a main attraction in the City for residents visitors and investors.

<p>Is this a “Key Decision” as defined in the Constitution? Yes</p> <p>Is it included in the Forward Plan? Yes</p>	<p>Relevant Scrutiny Committee:</p> <p>Environment and Attractive City</p> <p>Planning and Highways</p> <p>Prosperity and Economic Development Scrutiny Committee</p>
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SEABURN MASTERPLAN DRAFT SUPPLEMENTARY PLANNING DOCUMENT

REPORT OF THE DEPUTY CHIEF EXECUTIVE

1.0 Purpose of Report

1.1 To seek Cabinet's approval of the Draft Seaburn Masterplan Supplementary Planning Document and accompanying Sustainability Appraisal and Appropriate Assessment for the purposes of consultation.

2.0 Description of Decision

2.1 Cabinet is recommended to:

- a) Approve the Draft Seaburn Masterplan and accompanying Sustainability Appraisal and Appropriate Assessment for the purposes of consultation.
- b) Approve the Draft Seaburn Masterplan Supplementary Planning Document as interim planning guidance to be used as a material consideration, pending its finalisation following consultation.

3.0 Background

3.1 The Seafront Regeneration Strategy was adopted in February 2010. This provides an overarching framework to guide future development at the seafront and identifies a vision for both Seaburn and Roker. Building upon this vision the strategy identifies a series of 'Character Areas' and sets out key development principles for each.

3.2 The Seafront Regeneration Strategy also establishes the need for a suite of delivery documents, designed to expand upon the ambitions of the strategy and provide detailed design guidance for the Character Areas identified.

3.3 For example a Masterplan for Marine Walk was produced alongside the Seafront Regeneration Strategy to provide specific design guidance for this area of Roker. This was adopted as Supplementary Planning Document in February 2010 and now forms part of the Local Development Framework.

3.4 A similar masterplanning approach has been taken for Seaburn to provide specific development guidance and planning principles for the Seaburn Promenade and Ocean Park areas of the Seafront Regeneration Strategy.

4.0 Current Position

- 4.1 This draft masterplan for Seaburn has been produced for the purposes of public consultation.
- 4.2 It reflects the provisions of relevant adopted national and local planning policies, its purpose being to supplement existing adopted planning policy.
- 4.3 The Masterplan sets out key principles and parameters to guide the future redevelopment of Seaburn, which should be reflected in the preparation of any subsequent planning applications in the masterplan area.
- 4.4 The vision for Seaburn is for a family focused resort offering high quality indoor and outdoor facilities for both residents and visitors. Accordingly a leisure-led development is advocated, featuring a mix of uses that will be available all year round.
- 4.5 Based on an assessment of the Seaburn area; including consideration of the physical characteristics of the site, market conditions, land ownership and planning issues the masterplan concludes that the delivery of the vision for Seaburn will best be achieved by taking a comprehensive approach to development.
- 4.6 In line with this approach a series of character areas at Seaburn and broad principles for each are identified:
- Ocean Park is identified as a 'Leisure and entertainment core' which will be the heart of the masterplan area. A mix of tourism leisure-led uses will be encouraged which will be open during the day and into evening and will be available throughout the year. This area is to incorporate a pedestrian boulevard through the centre of the site and open plaza across Whitburn Road in order to maximise pedestrian movement through the area.
 - A low density residential development is directed towards a 'Residential Park' to the west of the area on vacant and underused land comprising the public car park and former miniature golf course. This development will serve as a transition between the 'Leisure and entertainment core' and existing areas of housing. A linear park through the residential area will link with the seafront area through a series of green routes. The quality of the new linear park will compensate for any loss of existing green space in the area.
 - Land to the south of the Masterplan area is identified as the 'Cut Throat Dene' character area and will incorporate the former boating lake and land to the south of Seafields. This area will be retained as open space; however will benefit from enhancements focused on improving the biodiversity value Seaburn. Measures will also encourage safe pedestrian and cycle routes and future proof against the impacts of climate change; particularly in relation to flood risk associated with Cut Throat Dene. The masterplan also identifies this area as a suitable site for a new equipped play area to replace the current Pirate Play Park.
 - The 'Seaburn Promenade' character area to the east and overlooking Whitburn Bay will be retained as promenade with the focus on protecting

the panoramic views across the seafront. Interventions will primarily include upgrading of the public realm.

- Existing businesses in the area to be retained as part of the masterplan include the Marriott Hotel, businesses at Queen's Parade, Martino's amusements and arcade and Morrisons supermarket. No redevelopment of these areas is proposed; however opportunities for enhancements to the public realm will be sought.

- 4.7 A design code for Seaburn has been prepared to accompany a spatial masterplan for the area to ensure the quality of proposals will reflect the Council's ambition for the site. The code will offer greater detail on the urban design principles guiding the masterplan and will cover matters relating to: block principles, building height and density, gateways and landmarks, building types and frontages, street types, access arrangements; and landscape and public realm.
- 4.8 Copies of the draft Seaburn Masterplan and supporting documents (Appropriate Assessment Scoping Report for the Seaburn Masterplan and Sustainability Appraisal of the Seaburn Masterplan) are available in the Member's Library.

5.0 Next Steps

- 5.1 In order to progress towards the adoption of a masterplan for Seaburn the provisions of the Town and Country Planning (Local Development) (England) Regulations 2004 require a period of formal public consultation. It is proposed that the draft Masterplan be the subject of a formal six-week consultation process to ensure that those with an interest have an opportunity to comment on the content of the document.
- 5.2 Following the consultation period amendments will be made to the document as appropriate in response to comments received. The amended masterplan will then be submitted to Cabinet for approval as a Supplementary Planning Document which, if approved, would be available for use by the Council for marketing the land in its ownership, by developers as a basis for preparing detailed proposals for the area and would also be given weight as a material consideration by the Council when considering future planning applications.

6.0 Reasons for Decision

- 6.1 To initiate a formal process to progress the Draft Seaburn Masterplan to adoption by the Council as a Supplementary Planning Document, by carrying out public consultation on its content. This will inform the completion of a planning document that will help facilitate the planning and regeneration of the seafront at Seaburn in a manner that helps achieve the aspirations set out in the Sunderland Strategy and the Seafront Regeneration Strategy.

7.0 Alternative Options

- 7.1 The alternative option is not to prepare a masterplan for Seaburn. The consequences of this would be not to have clear guidance on appropriate forms of development for Seaburn. This would weaken the council's ability to control the type of development and design quality at the seafront leaving the area to be developed on an ad hoc basis. Not having an approved masterplan would result in a lower standard of development than would otherwise be achieved, failing to make the best use of Seaburn's potential as a main attraction in the City for residents visitors and investors

8.0 Relevant Considerations

- 8.1 a) Financial Implications - With the exception of the costs associated with the consultation process, the Masterplan will not involve any direct costs to the Council. The consultation costs can be met from existing revenue budgets.

b) Legal Implications – Clause 9.0 Section 2 of the Local Government Act 2000 provides local authorities with a power for the promotion or improvement of the economic, social or environmental well being of their area.

c) Policy Implications - The Local Development Framework (LDF) is the spatial planning mechanism to help deliver the Sunderland Strategy. The council is currently working up the preferred option for the Core Strategy, which will lie at the heart of the LDF setting out the overarching strategic planning framework for the city up to 2021. The currently adopted Unitary Development Plan (UDP) continues to apply to the seafront until its relevant policies are superseded by policies in the LDF. In summary, UDP policies seek to pursue recreational opportunities at the seafront to serve local, city-wide and regional needs; conserve the environment; and maintain and improve accessibility to the seafront.

9.0 Background Papers

- Seafront Regeneration Strategy
- Marine Walk Masterplan Supplementary Planning Document
- Appropriate Assessment Scoping Report for the draft Seaburn Masterplan
- Sustainability Appraisal of the draft Seaburn Masterplan
- Draft Seaburn Masterplan

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

EMPLOYMENT AND SKILLS DEMAND STUDY 2010

REPORT OF THE CHIEF EXECUTIVE

20 OCTOBER 2010

1. Purpose of Report

- 1.1 To inform Members of the Prosperous and Economic Development Scrutiny Committee of the forthcoming Employment and Skills Demand Study 2010, which will provide an overview of the current and future demand for employment and skills in the City and gather data on recent employment trends and skills forecasts across a range of organisations.

2. Background

- 2.1 There is an on-going need for improved data and information on the demand-side aspects of the local employment and skills market. By undertaking an employment and skills demand study, a greater understanding of the workforce profile can be achieved, and in particular, it can identify gaps between labour demand and supply and identify major occupational strengths and skills gaps. The identification of occupational skills gaps will provide one of the key indicators of where future resources and efforts may be best targeted. This information will then inform the development and implementation of the Sunderland Skills Strategy (as part of Aim 4 of the Economic Masterplan). The vision of the draft Skills Strategy is "Delivering 21st Century skills for 21st Century Sunderland".
- 2.2 This research will build on the Sunderland Employment Demand Study 2008.

3. Employment & Skills Demand Study – The Proposal

- 3.1 Historically, employment development delivery has adopted a primarily client (supply side) centred approach based on the needs of the client and the need to move them into employment. Whilst all the agencies involved have endeavoured to match individuals with employer needs (demand side) this has proved difficult to do largely because of the lack of intelligence and clarity of local employers needs.
- 3.2 The emerging challenge, therefore, is to analyse the issue from the demand side of the equation. A more detailed analysis of demand should result in a more realistic and focussed approach to getting people into employment and give a comprehensive breakdown of the needs of local employers.

- 3.3 In 2008, the City Council conducted a similar Employment Demand Study, trying to identify potential areas of employment growth and the corresponding skills needs. In completing this research, almost 1,000 businesses were surveyed, across a variety of economic sectors and from a range of differing employee sized organisations. Unfortunately, this research was undertaken at the early stage of the recession, and the feedback from employers was generally very little employment growth expected, with minimum investment in skills development. So, although the study framework and adopted approach were suitable, it was just unfortunate timing. By repeating the study, it is hoped to gain an improved understanding of the position of local employers.
- 3.4 The city's economic future depends on educated, enterprising and inspirational people with the right skills to contribute towards economic growth and improved prosperity. This research will provide an evidence base that will influence future support and activities that will;
- Give a thorough understanding of the training and development needs of actual and potential labour force and ensure identified needs are met
 - Provide children, young people and adults with the skills required to underwrite current and prospective industries that will shape the city's economy, which will accommodate both business growth and recovery needs.
 - Through local communities, schools, colleges and the university provide the skills base necessary that will contribute towards an evolving entrepreneurial city.
- 3.5 Funding has been secured via Working Neighbourhood Strategy to progress this research. It is anticipated that this work will be procured during November 2010, with a final report expected around March 2011.

4 Recommendation

- 4.1 Members are asked to note the report and provide any comments as appropriate.

5. Background Papers

Draft Sunderland Skills Strategy – Development Framework
Employment Demand Study 2008

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PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

FUTURE OF OVERVIEW AND SCRUTINY - FEEDBACK

REPORT OF THE CHIEF EXECUTIVE

20 OCTOBER 2010

1. Purpose of Report

- 1.1 To receive feedback on a conference organised by the Local Government Chronicle (LGC) on the Future of Overview and Scrutiny.

2. Background

- 2.1 The Council's Overview and Scrutiny Handbook contains a protocol for use of the Scrutiny Committees budget by members to attend training and conferences relevant to the remit of the Committee.

- 2.2 On 14 July 2010, the Committee agreed to send representatives to a LGC Conference on the Future of Overview and Scrutiny which was being held on 5 October 2010 at the America Square Conference Centre, London. The Conference was attended by Councillor Michael Mordey, Chairman of the Committee.

3. Conference Feedback

- 3.1 The conference focused on the following key questions:-

- What are the challenges facing scrutiny and how can we prepare to overcome them;
- How can scrutiny be used to improve efficiency in localities;
- How can scrutiny be used as an integral part of partnership working;
- In what ways can you engage with your community and involve them in your scrutiny process.

- 3.2 The opening address of the Conference was delivered by Jon Hunt from Birmingham City Council and presentations and workshops were provided from a range of representatives from the public and private sectors.

- 3.3 The Conference explored a number of themes including:-

- (i) *The future of overview and scrutiny: Looking beyond the 2010 general election and preparing for new legislation*

This session provided an update on scrutiny legislation under a new government and the future for accountability. It considered the challenges facing the scrutiny function in the future and the likely changes that will result.

(ii) *Overview and scrutiny and its relationship with external challenge and assurance*

This session examined the ways in which members can be effectively engaged in the scrutiny process. It also considered the challenges of effectively using evidence based scrutiny and the use of scrutiny to ensure performance improvement.

(iii) *Overview and scrutiny at a sub regional level: What are the advantages of these sub regional collaborative groups and how can they be scrutinised effectively?*

This session focused on the following themes:-

- The advantages to local authorities of taking a wider area approach
- Avoiding duplication of effort by identifying issues of significance for the wider area that complement priorities for your locality
- Using scrutiny to achieve greater accountability over decisions made and services delivered

(iv) *Understanding and improving scrutiny and accountability of Local Strategic Partnerships*

This session examined potential methods for scrutinising Local Strategic Partnerships and the importance of establishing a formal process while still maintaining a healthy working relationship.

(v) *Successfully using Crime & Disorder Partnerships (CDRPs) in your community*

This session looked at the ingredients of a successful Crime and Disorder Partnership and the use of scrutiny to help improve community safety. In particular, it considered the ways in which we can consult effectively with the local community to identify and prioritise crime and disorder issues.

(vi) *The future of the NHS and what this will mean for health and social care scrutiny*

This session focused on the following themes:-

- The role and structure of commissioning organisations in a changing NHS
- Doing more with less: Financial pressures on the system and new government policy
- Solutions: What do changes mean for overview and scrutiny decision making and planning and how can you prepare for them?

(vii) *How scrutiny can be used to promote Practice Based Commissioning (PBC) and improve health and wellbeing in the community*

This session focused on the following themes:-

- Using support from the PCT in the scrutiny process
- Using scrutiny to make conclusions and recommendations to the PCT
- Improving health services as a result of the scrutiny process

3.4 Councillor Mordey will expand upon the issues raised during the Conference at the meeting of the Committee.

4 Recommendation

4.1 It is recommended that:-

- (i) That the report of Councillor Mordey be noted;
- (ii) That the feedback report be referred to the Management Committee for information.

5. Background Papers

Conference Papers

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PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 NOVEMBER 2010 – 28 FEBRUARY 2011

REPORT OF THE CHIEF EXECUTIVE

20 OCTOBER 2010

1. Purpose of the Report

- 1.1 To provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 November 2010 – 28 February 2011.

2. Background

- 2.1 The Council's Forward Plan contains matters which are likely to be the subject of a key decision to be taken by the Executive. The Plan covers a four month period and is prepared and updated on a monthly basis.
- 2.2 Holding the Executive to account is one of the main functions of Scrutiny. One of the ways that this can be achieved is by considering the forthcoming decisions of the Executive (as outlined in the Forward Plan) and deciding whether Scrutiny can add value in advance of a decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.3 Members requested that only those items which are under the remit of the Committee be reported to this Committee. The remit of the Committee covers the following themes:-

Inward Investment and Business Support; Regeneration; Improving employability; Encouraging economic prosperity; Boosting the skills and knowledge level of the workforce; City Centre; and Marketing & Tourism.

- 2.4 In the event of Members having any queries that cannot be dealt with directly in the meeting, a response will be sought from the relevant Directorate.

3. Recommendation

- 3.1 It is recommended that the Committee considers the Executive's Forward Plan for the period 1 November 2010 to 28 February 2011.

4. Background Papers

- 4.1 Forward Plan for the period 1 November 2010 – 28 February 2011.

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**Forward Plan -
Key Decisions
01/Oct/2010 –
31/Jan/2011**



**R.C. Rayner,
Chief Solicitor,
Sunderland City Council.**

14 September 2010

Forward Plan: Key Decisions for the next four months - 01/Oct/2010 to 31/Jan/2011

No.	Description of Decision	Decision Taker	Anticipated Date of Decision	Principal Consultees	Means of Consultation	When and how to make representations and appropriate Scrutiny Committee	Documents to be considered	Contact Officer	Tel No
01379	To approve a capital equipment grant to Company B to support economic development and job creation.	Cabinet	06/Oct/2010	Portfolio holder	correspondence	Via the Contact Officer by 20 September 2010- Prosperity and Economic Development Scrutiny Committee	Cabinet Report	Janet Snaith	5611166
01428	To consider the Review of Job Linkage, including the options for the ongoing provision of a Council-led Employability Service. To agree the preferred option.	Cabinet	06/Oct/2010	Council officers, LSP partners and relevant stakeholders, delivery providers, service users.	Meetings, briefings, emails	Via Contact Officer by 20 September 2010 - Prosperity and Economic Development Scrutiny Committee.	Cabinet report and Review of Job Linkage	Karen Alexander	5611339

Forward Plan: Key Decisions for the next four months - 01/Oct/2010 to 31/Jan/2011

No.	Description of Decision	Decision Taker	Anticipated Date of Decision	Principal Consultees	Means of Consultation	When and how to make representations and appropriate Scrutiny Committee	Documents to be considered	Contact Officer	Tel No
01447	To note the review and evaluation of the Boosting Enterprise Programme and agree the preferred option for delivery of enterprise support.	Cabinet	06/Oct/2010	Council Officers, LSP partners, stakeholders, delivery providers and service users	Meetings, briefings, emails, interviews /focus groups	Via the Contact Officer by 20 September 2010 - Prosperity and Economic Development Scrutiny Committee	Cabinet Report and review/ evaluation of Boosting Enterprise Programme	Berni Whitaker	5611205
01456	To approve the procurement process for the development of Washington Managed Workspace, and agree the proposals for funding.	Cabinet	06/Oct/2010	Cabinet, Service Users, Stakeholders,	Briefings and/or meetings with interested parties	Via the Contact Officer by 20 September 2010 - Prosperity and Economic Development Scrutiny Committee	Cabinet Report	Janet Snaith	5611166
01409	To approve the Employment Strategy.	Cabinet	12/Jan/2011	Stakeholders will include Working Neighbourhoods Board LSP partners, Portfolio Holder and Delivery Partners.	Series of Stakeholders events Council's Consultation Website, Working Neighbourhoods Board.	Via Contact Officer by 19 December 2010 - Prosperity and Economic Development Scrutiny Committee.	Cabinet Report and Employment Strategy	Allison Patterson	5611474

WORK PROGRAMME 2010-11

REPORT OF THE CHIEF EXECUTIVE

Strategic Priorities: SP3 – Prosperous City

**Corporate Priorities: CIO1: Delivering Customer Focused Services, CIO4:
Improving partnership working to deliver ‘One City’.**

1. Purpose of the report

- 1.1 The report attaches, for Members’ information, the current work programme for the Committee’s work during the 2010-11 Council year.
- 1.2 The work of the Committee in delivering its work programme will support the Council in achieving its Strategic Priorities of a Prosperous City, support delivery of the related themes of the Local Area Agreement, and, through monitoring the performance of the Council’s services, help the Council achieve its Corporate Improvement Objectives CIO1 (delivering customer focussed services) and CIO4 (improving partnership working to deliver ‘One City’).

2. Background

- 2.1 The work programme is a working document which the Committee can develop throughout the year. The work programme allows Members and officers to maintain an overview of work planned and undertaken during the Council year.

3. Current position

- 3.1 The work programme reflects discussions that have taken place at the 8 June 2010 Scrutiny Committee meeting. The current work programme is attached as an appendix to this report.

4. Conclusion

- 4.1 The work programme developed from the meeting will form a flexible mechanism for managing the work of the Committee in 2010-11.

5 Recommendation

- 5.1 That Members note the information contained in the work programme and consider the inclusion of proposals for the Committee into the work programme.

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE WORK PROGRAMME 2010-11

Appendix 1

	JUNE	JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL
Cabinet referrals and responses			Progress on Policy Review - Working Neighbourhoods Fund (Cllr Charlton/A Patterson)	Progress on Policy Review – Tourism and Marketing (Jane Hall/Cllr D Wilson)						
Policy Review	Proposals for policy review (Scrutiny Officer)	Scope of review (Scrutiny Officer)	Approach to review (Scrutiny Officer/Janet Snaith) / Low Carbon Place – (Katheryn Warrington)	Progress on Review - Report of Working Group (Scrutiny Officer) Employers Survey (Janet Snaith)	Progress on Review (Scrutiny Officer) – Low Carbon Industry (Software) Visit – Best Practice (J Diamond /J Snaith)	Progress on Review (Scrutiny Officer) – Low Carbon Industry (Port)	Progress on Review (Scrutiny Officer) – Low Carbon Industry (Vehicles)	Progress on Review (Scrutiny Officer) Employers Survey – Feedback (Janet Snaith)	Draft report (Scrutiny Officer)	Final Report
Performance			Performance & VfM Assessment (Gillian Robinson)				Performance Framework Q2 including Progress on policy reviews (Gillian Robinson)			Performance Framework Q3 including progress on policy reviews (Gillian Robinson)
Scrutiny	Work Programme 2010/11 Forward Plan	Economic Masterplan (Vince Taylor) Work Programme 2010/11 Forward Plan Request for Conference (J Diamond) Centre for Public Scrutiny Annual Conference - Feedback	Work Programme 2010/11 Forward Plan	Seaburn Masterplan (Ben Winter) Work Programme 2010/11 Forward Plan Feedback from Conference – (Cllr Mordey)	North East Chamber of Commerce (Andrew Sugden) Regional Update (Vince Taylor) Work Programme 2010/11 Forward Plan	Port Business Plan (Matthew Hunt Port Director) Job Linkage (Karen Alexander) Work Programme 2010/11 Forward Plan	Work Programme 2010/11 Forward Plan	Work Programme 2010/11 Forward Plan	Work Programme 2010/11 Forward Plan	Annual Report Work Programme 2010/11 Forward Plan
CCFA/Members items/Petitions										