

**At a meeting of the ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE held in the CIVIC CENTRE on MONDAY, 20<sup>th</sup> SEPTEMBER, 2010 at 6.00 p.m.**

**Present:-**

Councillor Miller in the Chair

Councillors Bonallie, E. Gibson, Kelly Padgett, Wakefield, L. Walton, A. Wright and Wood

**Apologies for Absence**

Apologies for absence were submitted on behalf of Councillors Ball and Tye.

**Minutes of the Last Meeting of the Environment and Attractive City Scrutiny Committee held on 12<sup>th</sup> July, 2010**

1. RESOLVED that the minutes of the last meeting of the Committee held on 12<sup>th</sup> July, 2010 be confirmed and signed as a correct record.

**Declarations of Interest**

Item 4 – Response to the 09/10 Policy Reviews

In accordance with Part 5 – [Part 2, Paragraph 11(b)] of the Council's Constitution, Councillor Blackburn declared a personal and prejudicial interest in the item as a Member of the Cabinet and left the meeting having addressed questions from Members of the Committee in respect of their presentation and prior to any deliberation.

**Variation in the Order of Business**

At this juncture, the Chairman proposed and it was agreed to vary the order of business to consider item 8 and 9 at item 5 and 6 respectively on the agenda to allow the external representatives to leave after their items had been considered.

2. RESOLVED that the order of business be varied accordingly

## **Response to the 09/10 Policy Reviews**

### **(a) Introduction of 20mph Zones in Sunderland**

### **(b) Allotment Provision in Sunderland**

The Executive Director of City Services and the Portfolio Holder for Attractive and Inclusive City submitted a report (copies circulated) to provide feedback from the Cabinet meeting held on 21 July 2010, which considered the Environment and Attractive City Scrutiny Committee's Policy Review into the introduction of 20mph zones in Sunderland and to provide feedback from the Cabinet meeting held on 21 July 2010, which considered the Environment and Attractive City Scrutiny Committee's Policy Review into allotment provision in Sunderland.

(For copy report – see original minutes).

#### **a) Introduction of 20mph Zones in Sunderland**

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 an action plan in respect of each recommendation.

Councillor Blackburn, Portfolio Holder for Attractive and Inclusive City, presented the feedback in relation to the Action Plan.

Les Clarke, Head of Street Scene was present to address any comments or questions from Members.

Councillor E. Gibson expressed her disappointment that Northumbria Safer Roads Initiative was unable to commit to enforcing 20 mph speed limits due to funding cuts. Councillor Blackburn stated that the Council were committed to the recommendation and hopefully the situation could be reviewed once the funding situation was clearer.

Councillor Wood stated that if areas were designed to be 20 mph zones then this limit should be self enforcing.

Referring to recommendation 3, Councillor Wood advised that he was disappointed that the costs were so high to implement the 15 pilot areas. He stated that North Tyneside had been quoted much smaller figures.

Councillor Blackburn advised that although Sunderland and North Tyneside had similar on-street values, the road layouts were very different. The Chairman stated that the Sunderland scheme tended to consider zones with as many as 54 streets (Silksworth) whereas in North Tyneside they tended to be one street projects.

Councillor Wright stated that it was encouraging that new housing estates would be likely to have 20 mph zones and he enquired whether the low cost schemes could start to be progressed.

The Chairman advised that the Committee had agreed to follow the recommendations from Jacobs Consultancy who proposed that the schemes be prioritised in terms of those most in need of work not cost.

Councillor Kelly stated that if there was still capacity in the Area Committee budgets then there might be an option for them to fund pieces of work on this issue.

Mr. Odunaiya advised that in real terms the council was trying to establish the bigger picture with regard to priorities. Hopefully this would be revealed in the budget consultation process.

3. RESOLVED that the contents of the report be received and noted

b) Allotment Provision in Sunderland

Councillor Blackburn presented the feedback in relation to the Action Plan.

4. RESOLVED that the contents of the report be received and noted

### **Progress on the Tyne and Wear Accessible Bus Network Design Strategy**

The Chief Executive submitted a report (copy circulated) to provide Members with a progress report regarding the Tyne and Wear Accessible Bus Network Design Strategy.

(For copy report – see original minutes).

The Chairman welcomed Bernard Garner, Nexus Director General and Mr Tobyn Hughes, Nexus Director of Strategy and invited them to provide a progress report on the Accessible Bus Network Design Strategy.

Councillor A. Wright felt that the figure of 218 completed questionnaires was a small number and he enquired whether the 768 people who had viewed the proposals were in addition to the number who had completed questionnaires.

Mr Hughes advised that hundreds of questionnaires had been distributed and similar exercises in other districts had provided similar results. The consultation exercise had been extensive, including public events throughout the city, adverts in the Sunderland Echo and Sunrise and promotion through Sun FM. Mr Hughes purported that the localised nature of the consultation whereby proposals might only be affecting a small area within a community meant that few people respond via questionnaire.

The Chairman felt that engagement with the public could have been improved by positioning people 'on the ground' with clipboards in metro stations and inviting people to share their opinions.

Councillor Wakefield commented that people did not understand the difference between commercial and public networks. Better responses to the consultation would probably have been received if people were made aware of this.

Councillor Wood stated that the overall proposals were good and did meet the problems and issues raised. However delivery depended on resources. Councillor Wood queried whether there was a secured budget and if Nexus were prepared to put money into a supporting budget.

Mr Hughes advised that discussions on the issue had recently taken place through the Integrated Transport Authority and information would be provided to the District Leaders. There had been plans to originally deliver the revised accessible network by utilising existing resources in a more intelligent way (by recasting).

Currently all public bodies were reviewing resources; Nexus received its funding from a variety of sources. The Metro was funded via central government grants, local authority levy and the fare box recovery ratio. If the Metro was removed from the equation, the Nexus budget this year would be just over £100 million with £48 million allocated to concessionary travel, £42 million of this being allocated to the statutory reimbursement of older and disabled passengers. Therefore the budget was very limited. Further guidance was awaited regarding funding that will be available to all public bodies and the amount of discretionary spend was therefore also restricted.

The Chairman queried how the remaining £52 million was allocated and was advised that this was utilised on the Tyne Ferry, bus information, pension contributions and signage.

Mr Hughes advised that a net figure of £8 million pounds was made available for secured bus services but this figure was now under pressure.

The Chairman enquired what Nexus would be doing to mitigate this and what could be done to help local authorities. He questioned whether the Accessible Network scheme was now deliverable.

Mr Garner advised that the ITA proposals would be made known in January. In preparation for this, Nexus were proposing a number of budget scenarios with efficiency measures identified. Provided enough information was gathered by the end of the year, Mr Hughes was confident that the revised network could be delivered and all legal requirements met.

The Chairman looked forward to the outcome of the Leaders Group discussions.

Having thanks Messrs Hughes and Garner for their report, it was:-

5. RESOLVED that the progress of the Tyne and Wear Accessible Bus Network Design Strategy be received and noted.

### **CE Electric: Update on Targets for repairs to Street Lighting**

The Executive Director of City Services submitted a report (copy circulated) to provide Members with information regarding targets for fault repairs, undertaken by CE Electric, to the city's street lighting stock.

(For copy report – see original minutes).

Graham Carr, Highways Maintenance Manager gave a brief overview of the report before introducing Brian Atkinson, Repairs Manager, Geoff Earl, Head of Connections Delivery and Derek Fairbairn, Connections Manager, CE Electric UK who provided a power point presentation to brief committee members on NEDL's current performance in relation to street lighting connections and repairs and customer service improvements via the introduction of the new unmetered guaranteed standards.

Councillor Gibson commended the work of the repair team and advised that Doxford was a large regeneration area which had experienced problems with underground cables when demolition work was carried out. The repairs had been carried out as soon as possible and on behalf of local residents she thanked the team for its efforts.

Councillor Wood advised that he was astonished that the target was 35 working days for repairs and stated that this could amount to nearly two months.

Mr Earl advised that the 35 day target was a national standard and was certainly not what the company worked to. The statistics show that performance was very good and most work was carried out much sooner than 35 days.

Councillor Wakefield commented that the graphs showed that performance went down during the summer months which were puzzling as he assumed incidents would be greater in the winter. Mr Atkinson advised that June and July had been very wet and consequently had affected lighting. Faults would often appear a number of weeks after a down pour. June and July was also a peak time for staff taking annual leave. However, in general, Mr Atkinson did not feel there was a winter/ summer divide. An average of 20 working days was still achieved.

The Chairman stated that the direction of travel was excellent and thanked Messrs Atkinson, Earl and Fairbairn for the report. Accordingly it was:-

6. RESOLVED that the contents of the presentation be received and noted.

### **Sunderland 'The Place' Policy Review 2010/11: Scene Setting Report**

The Chief Executive and Executive Director of City Services submitted a report (copy circulated) to provide a background and overview to the Scrutiny Committee in relation to the policy review into Sunderland 'the Place'.

(For copy report – see original minutes).

Jane Peverley, Communications Manager and Chris Alexander, Head of Culture and Tourism were in attendance to present the report and provided a PowerPoint presentation which detailed the terms of reference for the Policy Review, visitor impact in Sunderland, perceptions of Sunderland as a place and the supporting key policies and governance arrangements that contribute to the issue.

Councillor E. Gibson reiterated previous concerns regarding the lack of hotels in the City. Although the city had been host to a number of high profile music events and brought west end shows to the Sunderland Empire, visitors who were planning an over night stay would have to travel out of the city.

Councillor Kelly felt that Sunderland 'The Place' tended to focus on 'The City' and did not take into account the individual identities of Washington or Hetton and Houghton. There were some excellent facilities and attractions outside of the main city area such as Washington Old Hall and Herrington Country Park which were not utilized to their full potential.

Mr Alexander fully appreciated the comments made by Councillor Kelly and understood that people needed to understand their own sense of place. This was borne out when people were asked where they were from; some identified themselves with a city, others very much identified themselves with an area within the city.

Councillor Wakefield also felt it was very important to acknowledge that the city was made up of component parts. Houghton was one of the oldest residential areas in the region and its unique identity must be preserved.

The Chairman agreed that it was extremely important to gain a strong sense of place within a locality while recognising that it is part of the city. The component parts needed to gel because working together would enhance the brand.

The Chairman referred to the figures that had been circulated at the meeting detailing tourism figures 2003-2009 in comparison with Newcastle and Gateshead. He directed Members' attention to the percentage increase which revealed in relative terms that visitor numbers to Sunderland were higher than

Newcastle and Gateshead. These figures would be drilled down in more detail and the Chairman looked forward to receiving this data.

Councillor Kelly advised that the economic down turn would have a positive impact on local British tourism. It was important that this was taken advantage of in all areas in Sunderland.

The Chairman then proposed that all Members be invited to take part in two task and finish groups to specifically focus on the following two separate pieces of work:

- Sunderland Football Club – the club has a major impact on the identity of the City and its impact on tourism could be investigated. How could Stadium Village be further utilised?
- Sunderland University – as an innovative, forward-thinking university with high standards of teaching and research how could it further support the Place agenda and encourage qualified graduates to remain in Sunderland.

Councillor Kelly felt that both pieces of work focused on the city centre and advised that he would like a task and finish group to look at the separate identities of the four areas of the city.

Following discussion on the issues it was,

7. RESOLVED that:

- i) the contents of the report be received and noted;
- ii) a task and finish group is established to look at the sense of Place within the areas of the city to be chaired by Councillor Kelly; and
- iii) a task and finish group is established to consider how the city's institutions can contribute to Sunderland the Place to be Chaired by Councillor E. Gibson.

### **Legible City Project Update**

Report of the Executive Director of City Services (copy circulated) to provide details the background to Sunderland's Legible City project and provides information on the current position.

(For copy report – see original minutes).

Mr Chris Alexander presented the report and referred Members to the appendices attached to the report which detailed answers to questions regarding legible city, the expected benefits, 10 key principles and a city centre walking map.

The Chairman having thanked Mr Alexander for his report it was:-

8. RESOLVED that the contents of the report be received and noted.

### **Performance Report April 2009 – March 2010**

The Chief Executive, Deputy Chief Executive and Executive Director City Services submitted a report (copy circulated) to provide Environment and Attractive Scrutiny Committee with a performance update relating to the period April 2009 to March 2010. The report included key achievements during 2009/10, residents' satisfaction with services and progress in relation to the LAA targets and other national indicators.

(For copy report – see original minutes).

Mike Lowe, Assistant Head of Performance Improvement was in attendance to present the report.

Referring to the Transport and Road Safety statistics, Councillor Wood welcomed the reduction in congestion.

Councillor Wood stated that the reduction in the percentage of households within 30 minutes of the closest A & E hospital was concerning. Mr Lowe agreed to find out more details as to why the figure had reduced and advised that it could be down to the cut in bus services.

Councillor Wood questioned whether the 2009/10 outturn figure for the total number of local bus passenger journeys originating in the authority area was correct. Mr Lowe advised that the comma may be in the wrong place and he agreed to find out.

Councillor E. Gibson commented that it was concerning that the target of 13.60% for the number of children killed or seriously injured had not been achieved.

9. RESOLVED that that the good progress made by the Council and the Sunderland Partnership be noted and consider those areas requiring further development to ensure performance is actively managed.

### **Centre for Public Scrutiny 8<sup>th</sup> Annual Conference - Feedback**

The Chief Executive submitted a report (copy circulated) to provide the Committee with verbal feedback from the Centre for Public Scrutiny (CfPS) 8th Annual Conference that was held on 30 June and 1 July 2010.

(For copy report – see original minutes).

Councillor A. Wright had attended the conference and provided a verbal feedback of the two day event.



10. RESOLVED that the contents of the report be received and noted.

**Forward Plan – Key Decisions for the Period 1 September 2010 – 31 December 2010**

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 1 September 2010 – 31 December 2010 which relate to the Environment and Attractive City Scrutiny Committee.

Ms Sarah Abernethy, Assistant Scrutiny Officer presented the report.

(For copy report – see original minutes).

11. 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's work during the 2010-11 Council year.

Ms Sarah Abernethy, Assistant Scrutiny Officer, presented the report and advised that the Ryhope Village Conservation Area Character Appraisal and Management Strategy scheduled for the October meeting would now be considered in November.

(For copy report – see original minutes).

12. RESOLVED that the contents of the report be received and noted.

The Chairman thanked Members and Officers for their attendance and closed the meeting.

(Signed) G. MILLER,  
Chairman.

**SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11:  
APPROACH TO THE REVIEW**

**REPORT OF THE CHIEF EXECUTIVE**

**Strategic Priority: SP5 - Attractive and Inclusive 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 this report is to seek agreement from members in relation to the evidence gathering activities for the Scrutiny Committee's policy review for 2010/11 into Sunderland 'the Place'

**2. Background**

- 2.1 Following discussions at the recent Scrutiny Conference in May 2010, the Committee considered the possibility of a study into Sunderland's sense of place at its meeting of 17 June 2010. An initial scoping document was presented to the Committee on 12 July 2010. A setting the scene presentation was delivered to the Scrutiny Conference to provide some background reference to the review topic at its meeting on 20 September 2010.
- 2.2 Following discussions at that meeting this report adds structure to the review and provides a timeline for evidence gathering along with a number of potential areas to explore.

**3. Aim of the Review**

- 3.1 To understand the concept of Sunderland 'the Place' and the associated issues around its identity and image, as well as the perceptions people have of Sunderland.

**4. Terms of Reference**

- 4.1 The review will consider the following issues related to Sunderland 'the Place':
- (a) To explore what it means to have a strong sense of place, how important this is for Sunderland, and what benefits this may bring;
  - (b) To gain an understanding of the current activity being undertaken within the City Council and across partner organisations with regard to developing a sense of place;

- (c) To examine the role and responsibilities of the City Council and partners in developing and implementing a strong sense of place for the city;
- (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;
- (e) To investigate how people who live, work and study in the city view Sunderland, the place;
- (f) To investigate the approaches taken by other local authorities where there is evidence of success and progress; and
- (g) To gain an understanding of Sunderland's position both regionally and nationally, and ensure that the city is being represented appropriately by external bodies including the media

## **5. Gathering the Evidence**

5.1 Research activities over the coming months will be co-ordinated by this Committee's Scrutiny Officer in consultation with the relevant directorate staff. Every effort will be made to involve Members in the research. Although alternative opportunities may present themselves during the review, data collection techniques may include a combination of the following:

- Desktop research
- Evidence presented by key stakeholders
- Evidence from members of the public at meetings or focus groups
- Site visits

5.2 The review will gather evidence from a variety of sources. The main evidence will come from information provided by council officers and external partners and are likely to include, though not exhaustive, the following:

- (a) Relevant Cabinet Portfolio Holders;
- (b) Director of Communications and Marketing;
- (c) Head of Culture and Tourism;
- (d) Head of Strategic Economic Development;
- (e) Chair of the Prosperity and Economic Development Scrutiny Committee;
- (f) International Manager;
- (g) Other local authorities with evidence of best practice and success;
- (h) Key partners including Sunderland AFC and Sunderland University;
- (i) People who live, work and study in the city;

- (j) Local MPs; and
- (k) External media bodies (e.g. the BBC, ITV and the Sunderland Echo)

## 6. Project Plan

6.1 At the Committee meeting of 20<sup>th</sup> September 2010 members held discussions on the approach that should be taken. It was agreed that as well as the evidence gathering that would take place within the formal Committee meeting, there should also be two strands of Task and Finish Activity centred around the strategic approach of People/Place/Economy. All members will be invited to all activities and they will be chaired by a lead member who will report back to the formal Committee meeting. The agreed task and finish strands were;

Task and Finish Activity 1: Residents perceptions of Sunderland  
Chair: Cllr Kelly

Task and Finish Activity 2: Partner Activity and Profile  
Chair: Cllr E Gibson

6.2 Attached for Members information is an illustration of the agreed approach (**Appendix 1**) to the policy review which outlines the various activities and evidence gathering that will be undertaken throughout the review process. The plan forms the basis of the review process and allows members to see the range of activities and methodologies to be employed during the evidence gathering stage. The plan is subject to amendment and throughout the review process members will be provided with an up-to-date plan reflecting any changes.

6.3 Members of the Scrutiny Committee will be invited to attend the various focus groups and visits that are to be undertaken as part of the policy review and will be kept informed of all activities as and when they are arranged.

## 7. Recommendations

7.1 That Members of the Environment and Attractive City Scrutiny Committee discuss and agree the proposed plan for the policy review.

7.2 That Members note the date of the visit to the University of Sunderland on 26 November 2010 and indicate whether they are able to attend.

## 8. Background Papers

- Minutes of the Environment and Attractive City Scrutiny Committee; 12 July 2010 and 20 September 2010

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## Appendix 1

### Environment and Attractive City Scrutiny Committee: Policy Review 10/11: Sunderland 'the Place'

#### Evidence Gathering Approach

##### *People*

#### **Task and Finish Activity 1: Residents perceptions of Sunderland**

**Chair: Cllr Kelly\***

*Objective: To understand Sunderland's 'story' and how people who live in the city view Sunderland as a place*

November (date to be confirmed):  
Understanding our residents and perceptions of Sunderland at an area level

December (Date to be confirmed):  
Feedback from Area Chairs

24 – 28 January 2010:  
Community Spirit Focus Groups – understanding Sunderland's 'story'

#### **Additional Activity:**

October:  
Members to receive copy of the 'Sunderland Book' and the Economic Masterplan

Evidence from MPs (to be confirmed)

Evidence from Portfolio Holder(s) (to be confirmed)

February/March (date to be confirmed):  
Informal meeting to discuss conclusions and recommendations

#### **Scrutiny Committee Meeting:**

**Chair: Cllr Miller**

20 September:

- Scene Setting Report
- Legible City

18 October:

- Approach to the Review
- Chair of Prosperity and Economic Development Scrutiny Committee: Tourism and Marketing in Sunderland

15 November:

- Progress Report
- Economic Masterplan in the context of Sunderland 'the Place'

13 December:

- Progress Report
- Evidence from the media (TBC)

17 January:

- Progress Report
- Reputation and Influencing Programme

14 February:

- Progress Report (including analysis of the Community Spirit findings)

14 March:

- Draft Policy Review report

11 April:

- Final Policy Review report

##### *Place/Economy*

#### **Task and Finish Activity 2: Partner Activity and Profile**

**Chair: Cllr E Gibson\***

*Objective: To understand the role and responsibilities of partner organisations in developing the image and sense of place of the city and understand Sunderland's position nationally and internationally*

October/November (date to be confirmed):  
SAFC and SAFC Foundation

26 November 2010, 9.30am – 11.30am:  
University of Sunderland

December (date to be confirmed):  
International Profile

**\*task and finish activities open to all members of the Scrutiny Committee**

**TOURISM AND MARKETING IN SUNDERLAND: PROSPERITY AND ECONOMIC  
DEVELOPMENT SCRUTINY COMMITTEE POLICY REVIEW 2009/10**

**JOINT REPORT OF THE EXECUTIVE DIRECTOR OF CITY SERVICES AND THE  
CHAIR OF THE PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY  
COMMITTEE**

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

**Corporate Priorities: CI01 – Delivering Customer Focused Services, CI04 –  
Improving Partnership Working to Deliver ‘One City’**

**1.0 PURPOSE OF THE REPORT**

- 1.1 The purpose of the presentation will be to provide members of the Scrutiny Committee with an overview of the findings and recommendation's of the Prosperity and Scrutiny Committee's policy review into tourism and marketing in Sunderland.
- 1.2 The presentation will inform/contribute to the Scrutiny Committee's policy review for 2010/11 into Sunderland 'the Place', to avoid duplication of effort and maximise the value of the policy review.

**2.0 BACKGROUND INFORMATION**

- 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 At its meeting on 20 September 2010 members of the Scrutiny Committee received a scene setting presentation to introduce the review and begin to take evidence. At that meeting discussion took place around the importance of attracting visitors to the city and it was agreed that further evidence was required regarding this element of the review.
- 2.3 In 2009/10 the Prosperity and Economic Development Scrutiny Committee conducted a review into tourism and marketing in Sunderland. 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 On 24 June 2010, Cabinet agreed the recommendations of the policy review and the supporting action plan for delivery, attached at **Appendix 1**. Cabinet's response to the Policy Review will be presented to the Prosperity and Economic Scrutiny Committee at its meeting on 20 October 2010.

2.5 The Policy Review has been sent to all members and can also be viewed at <http://cmis/CMISWebPublic/Meeting.aspx?meetingID=1689>

2.6 This report contributes principally to the following terms of reference for the Policy Review;

- (b) To gain an understanding of the current activity being undertaken within the City Council and across partner organisations with regard to developing a sense of place

### **3.0 CONCLUSION**

3.1 Members are asked to receive the presentation from the Chair of the Prosperity and Economic Development Scrutiny Committee, Councillor Michael Mordey.

### **4.0 RECOMMENDATIONS**

4.1 That Members consider and comment on the information provided.

### **5.0 BACKGROUND PAPERS**

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

- (i) Cabinet Agenda, 24 June 2010.
- (ii) Minutes of the Prosperity and Economic Development Scrutiny Committee, 12 May 2010

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## Appendix 1

### 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 &amp; 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 &amp; 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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# ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

## SEABURN MASTERPLAN DRAFT SUPPLEMENTARY PLANNING DOCUMENT

### REPORT OF THE CHIEF EXECUTIVE

18 OCTOBER 2010

#### 1. PURPOSE OF THE REPORT

- 1.1 To consider the report of the Deputy Chief Executive that was approved by Cabinet on 6 October 2010.
- 1.2 The report, attached as **Appendix 1** has been included on the agenda in order to allow the Committee to note and provide comment on the Seaburn Masterplan Draft Supplementary Planning Document.

#### 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><b>Is this a “Key Decision” as defined in the Constitution?</b> Yes</p> <p><b>Is it included in the Forward Plan?</b> Yes</p>	<p><b>Relevant Scrutiny Committee:</b></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

# **ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE**

18<sup>TH</sup> OCTOBER 2010

## **LOCAL TRANSPORT PLAN 2011-2021**

### **REPORT OF THE EXECUTIVE DIRECTOR CITY SERVICES**

**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 To provide background information on the Local Transport Plan process.

#### **2. BACKGROUND**

- 2.1 The current Local Transport Plan (LTP2) for Tyne and Wear expires in March 2011. Development of the next Local Transport Plan (LTP3) is underway. This report briefly describes the LTP process; sets out the high level strategic objectives; identifies indicative spending priorities and is background to the presentation to be given at the meeting.

#### **3.0 THE LOCAL TRANSPORT PLAN PROCESS**

- 3.1 The first Local Transport Plan was a bidding vehicle seeking to attract funding from the Department for Transport (DfT) for transport related expenditure in Tyne and Wear. The subsequent funding award for Integrated Transport schemes was distributed among the plan partners (the five districts of Tyne and Wear and Nexus) according to a locally agreed formula. Maintenance allocations were determined by the DfT according to a nationally agreed formula and paid direct to the districts.
- 3.2 The DfT changed the LTP process for subsequent plans and instead informed the plan partners in advance of the amount of their future funding allocations. The LTP then became a delivery plan setting out what was to be achieved with the money made available. In the former metropolitan areas the districts had the duty to prepare a joint plan. For LTP3, as required by the Transport Act 2008, it is the Integrated Transport Authority (ITA) that now has the duty to prepare a Local Transport Plan for its area in full consultation with the districts.
- 3.3 LTP3 consists of a strategy document that sets out the context for transport in Tyne and Wear; the strategies to be adopted for the next

ten years and delivery plans for each of the districts and Nexus that set out the local spending priorities for the next three years.

- 3.4 The development of the LTP3 document is being undertaken by the Tyne and Wear LTP Core Team in consultation with ITA Members, district officers and Nexus. There has also been some external engagement with people who have an interest in transport. The resultant draft document is to be the subject of public consultation which begins on 18<sup>th</sup> October.
- 3.5 The formal response of the Council to the consultation will be considered by Cabinet at its meeting on 12<sup>th</sup> January 2011 and ratified by full Council on 26<sup>th</sup> January 2011. Consultation responses will be considered by the ITA and the final draft of the plan will be approved by the ITA in March 2011

#### **4.0 THE TYNE AND WEAR LOCAL TRANSPORT PLAN 2011-2021 STRATEGY**

- 4.1 Guidance from the Coalition Government and the results of consultations to date suggests that there are three priority areas for transport investment. They are:-
- Economic Development and Regeneration
  - Climate Change
  - Safe and Sustainable Communities
- 4.2 In order to support Economic Development and Regeneration the plan partners will endeavour to manage congestion on strategic routes, improve accessibility to key employment and regeneration sites and improve integration between national and local networks.
- 4.3 To contribute to a reduction in carbon dioxide emissions from transport the plan partners will promote technological change (for example electric vehicles) behavioural change (greater take up of public transport, cycling and walking as modes of travel) and a reduction in the need to travel by better integrating land use planning with transport policy.
- 4.4 The plan partners will contribute to making communities safer and more sustainable by enhancing social inclusion through improved accessibility and security and by reducing the incidence and severity of road traffic accidents.

#### **5.0 THE TYNE AND WEAR LOCAL TRANSPORT PLAN 2011-2021 DELIVERY**

- 5.1 Each plan partner is preparing a three year delivery plan that sets out its local priorities for investment within the framework established by the Tyne and Wear strategies. At this stage when the amount of money that will be available in future years is uncertain priorities are expressed as a percentage. Detailed investment programmes will be drawn up following the conclusion of the Comprehensive Spending Review and subsequent announcements on the Local Government Settlement.
- 5.2 Prior to the current year and of available LTP funding typically 32.5% has been spent on maintaining the highway and highway structures, 42.5% on integrated transport schemes and 25% on supporting major highway schemes. Spending in these proportions has allowed progress to be made on all key performance indicators, has kept the highway in reasonable condition and has secured significant external investment.
- 5.3 Such being the case there is no compelling case for change except that the amount of future funding from the DfT is expected to be significantly less than in previous years. Until the decision by the DfT on the future of the new Wear bridge and other major projects is known it is proposed for consultation purposes to split the amount of available funding between maintenance (45%) and integrated transport (55%) The extent to which the LTP could fund major scheme investment without having a major impact on other important areas of investment can only be decided once the funding allocation has been announced.
- 5.4 Within the integrated transport block it is proposed for consultation purposes to allocate 40% to Economic Development and Regeneration, 20% to Climate Change (reflecting the revenue types of activity planned) and 40% to Safe and Sustainable Communities. These proportions match current spending priorities and have produced acceptable outcomes.
- 5.5 The flexibility offered by financial regulations that allows virement between budgets should the need arise will be retained.

## **6.0 CURRENT POSITION**

- 6.1 The consultation draft of LTP3 has now been finalised and will be subject of an open consultation for the next eight weeks.
- 6.2 A presentation will be given by Jessica Anderson, Manager, of the Tyne and Wear Core Team.

## **7. CONCLUSION**

- 7.1 The Committee is asked to receive the presentation at Committee delivered by the Tyne and Wear Core Team.

## **8. RECOMMENDATION**

8.1 That Members consider and comment on the information provided.

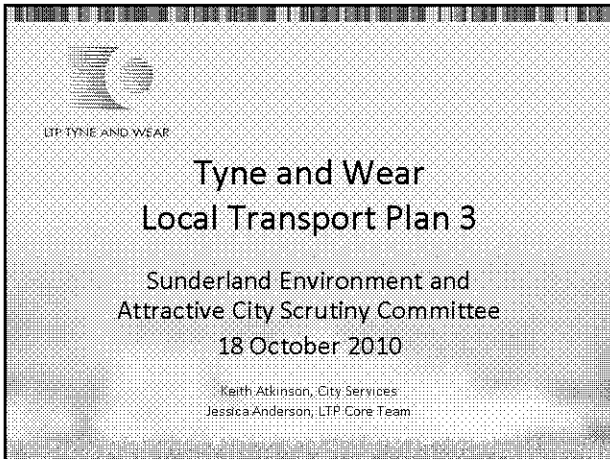
## **9.0 BACKGROUND PAPERS**

9.1 Local Transport Plan 2011 – 2021 consultation draft

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**Contact Officer:** Keith Atkinson, Deputy Transportation Manager  
Keith.atkinson@sunderland.gov.uk





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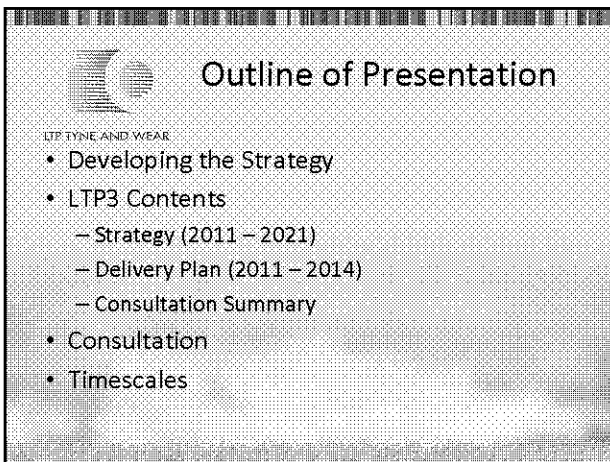
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### Developing the Strategy (2)

LTP TYNE AND WEAR

- Engagement with officers, Members, key stakeholders (including workshop in July)
- Three main challenges for Tyne and Wear
  - Economic growth
  - Climate Change
  - Safe and Sustainable Communities
- 3 scenarios defined for assessment
  - Do Minimum
  - Realistic
  - Economy-biased Optimistic

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### Developing the Strategy (3)

LTP TYNE AND WEAR

- Drafts discussed by
  - ITA LTP Working Group 7 Sep
  - ITA Scrutiny Committee 16 Sep
  - ITA 23 Sep
  - Senior Officer Group 24 Sep
  - Tyne and Wear CX 30 Sep
  - Tyne and Wear Leadership 7 Oct

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### Draft strategy 2011-2021

LTP TYNE AND WEAR

- Foreword by ITA
- Executive Summary
- Part 1: Context
- Part 2: Vision, objectives, challenges
- Part 3: Interventions
- Part 4: Next steps

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**Draft strategy 2011-2021:  
Part 3 interventions**

LTP TYNE AND WEAR

- Underlying principles
  - Information
  - Safe travel
- Maintain existing network quality and deliver on priority commitments
- Manage travel demand
- Manage and integrate existing networks
- Target new infrastructure

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**Draft delivery plan 2011-  
2014**

LTP TYNE AND WEAR

- Part 1: Introduction
- Part 2: Resources
- Part 3: Programme management
- Part 4: Next steps

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**Draft delivery plan 2011-  
2014: Part 2**

LTP TYNE AND WEAR

- Level of resources
- Delivery to meet objectives and priorities
- Outline allocation of resources
  - Two scenarios for resource allocation presented
    - 25% and 50% of previously indicated allocation
    - Maintenance and integrated transport blocks reduced equally
- Partner plans

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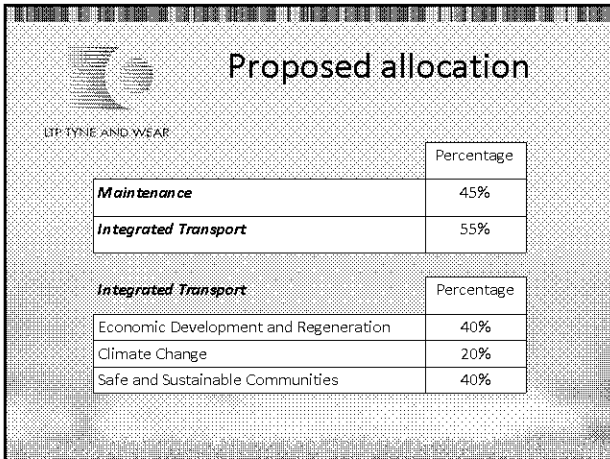
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**Proposed allocation**

LTP TYNE AND WEAR

	Percentage
<i>Maintenance</i>	45%
<i>Integrated Transport</i>	55%

<i>Integrated Transport</i>	Percentage
Economic Development and Regeneration	40%
Climate Change	20%
Safe and Sustainable Communities	40%

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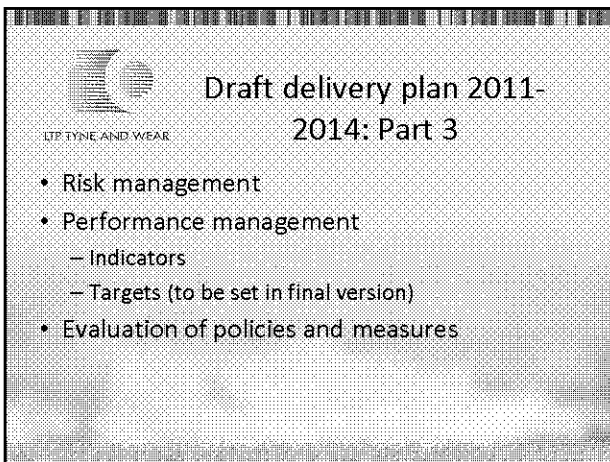
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**Draft delivery plan 2011-2014: Part 3**

LTP TYNE AND WEAR

- Risk management
- Performance management
  - Indicators
  - Targets (to be set in final version)
- Evaluation of policies and measures

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**Consultation**

LTP TYNE AND WEAR

- Articles in Council magazines
- Councillor briefing
- Summary document placed in public places e.g. libraries
- Letter and summary document to be issued to stakeholders
- Further information available upon request
- Website, social networking

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### Consultation Summary Document

LTP TYNE AND WEAR

- Summarise main points
- Easy read
- Signpost to website
- Separate questionnaire
  - Strategy
  - Delivery Plan
  - 'About you'

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### Timescales

LTP TYNE AND WEAR

- Public Consultation
  - 18 October to 10 December
  - To include Environmental / Health / Equality Impact Reports
- Report on consultation 24 December 2010

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### Timescales (2)

LTP TYNE AND WEAR

- Comprehensive Spending Review 20 October 2010
- Local government settlement expected mid December 2010
- Draft final LTP3 13 January 2011
- Final LTP3 25 February 2011
- Approval by ITA 24 March 2011

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# **ENVIRONMENT AND ATTRACTIVE CITY 18 OCTOBER 2010 SCRUTINY COMMITTEE**

## **POVERTY OF PLACE VISIT**

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

#### **STRATEGIC PRIORITIES: SP5 ATTRACTIVE AND INCLUSIVE CITY**

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

#### **1. Purpose of Report**

- 1.1 To provide feedback to the Committee on a recent visit undertaken by this Committee, along with members from the Community and Safer City and Sustainable Communities Scrutiny Committees.

#### **2. Background**

- 2.1 Members of the Environment and Attractive City Scrutiny Committee and Sustainable Communities Scrutiny Committee were invited to accompany the Community and Safer City Scrutiny Committee on a joint site visit to areas where poverty of place is evident, following reports that were presented to the Scrutiny Committee in the October 2009 and July 2010.

#### **3. Feedback from visit**

- 3.1 On 27 July 2010 members undertook the site visit. The purpose of the visit was to consider areas where poverty of place was currently having an adverse impact and an area where environmental work has had a positive impact upon community cohesion.
- 3.2 Members visited the Swan Street Centre, Southwick Health and Community Forum, Waterloo Court Flats and Peat Carr.
- 3.3 The Swan Street Centre is situated in between the areas of Southwick, Marley Potts, Fulwell and Seaburn. Members were informed that a range of community activities are provided by the centre and staff consult as often as possible with the community to identify residents needs and develop services they want. One of the biggest problems in the area is the level of apathy within the community which makes it difficult to engage. Staff from the centre feel that there is a need to talk to people in the community, to reinvigorate them and help to raise their self-esteem and aspirations.
- 3.4 Members met a group of volunteers from the Southwick Health and Community forum. The forum carries out a number of community based activities such as raising money through fun days and mother and toddler groups. The volunteers feel that the work they do engenders lots of community spirit in an area that they believe is sometimes neglected.

- 3.5 There are a number of shops in Southwick Road that are shuttered, due to being permanently closed or takeaway outlets which are open only at night, which can have a negative impact on the area. The Kwik Save supermarket closed down a number of years ago which residents feel was of great loss to the community. The group of volunteers felt that a supermarket would vastly improve the area.
- 3.6 The group informed Members that residents are proud of where they live and feel that some things (including housing provision) have greatly improved in a number of areas.
- 3.7 Members took a self-guided tour around the Waterloo Court Flats in Sulgrave, Washington. It was observed that some of the buildings were not well maintained externally, with many of the outer aesthetics in poor condition. Members talked to the occupiers of one of the flats about quality of life in the neighbourhood. There was a communal grassed area in the centre of the courtyard that was slightly untidy and not being used at all. Although the flats are part of a gated community, which often helps to make people feel safer, the gates were considered to be unattractive and depressing.
- 3.8 Members met representatives from Groundwork North East and Gentoo who have been working in partnership on a Community Philosophy project in the Peat Carr area, which aims to address the issue of the non-use of green spaces by local residents through philosophical enquiry. Members visited a large grassed area, rarely used by the community, adjacent to some residential streets.
- 3.9 A representative from Groundwork explained there were problems in engaging people with the project. An event had been organised one weekend to engage with the community however after advertising and door-to-door visits there was still very poor attendance.
- 3.10 Members talked to some local residents and discovered there was also an issue of anti-social behaviour from youths at night and the use of motorbikes across the grass.

#### **4 Recommendation**

- 4.1 Members are requested to note the report and those members who were in attendance are invited to share their views.

#### **5. Background Papers**

Community and Safer City Scrutiny Committee Papers October 2009 and July 2010

**Contact Officer:** - Sarah Abernethy, Acting Assistant Scrutiny Officer  
0191 561 1230  
Sarah.Abernethy@sunderland.gov.uk

# ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

18 OCTOBER 2010

## FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 OCTOBER 2010 – 31 JANUARY 2011

### REPORT OF THE CHIEF EXECUTIVE

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

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

#### 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 October 2010 – 31 January 2011 which relate to the Environment and Attractive City Scrutiny Committee.

#### 2. BACKGROUND INFORMATION

- 2.1 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 the decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.3 To this end, it has been agreed that, the most recent version of the Executive's Forward Plan should be included on the agenda of each of the Council's Scrutiny Committees. The Forward Plan for the period 1 October 2010 – 31 January 2011 is attached as **Appendix 1**.

#### 3. CURRENT POSITION

- 3.1 Following member's comments on the suitability of the Forward Plan being presented in its entirety to each committee it should be noted that only issues relating to the specific remit of the Environment and Attractive City Scrutiny Committee are presented for information and comment.
- 3.2 For members information the remit of the Environment and Attractive City Scrutiny Committee is as follows:-

Building Control, Unitary Development Plan, Place Shaping, Local Transport Plan, Coast Protection, Cemeteries and Crematorium,



Grounds Maintenance, Management and Highways Services,  
Allotments.

- 3.3 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.

**4. RECOMMENDATIONS**

- 4.1 To consider the Executive's Forward Plan for the period 1 October 2010 – 31 January 2011

**5. BACKGROUND PAPERS**

None

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Contact Officer : Sarah Abernethy 0191 561 1230  
[Sarah.Abernethy@sunderland.gov.uk](mailto:Sarah.Abernethy@sunderland.gov.uk)

**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
01090	To approve submission document & sustainability appraisal for development in the Hetton Downs area to form part of the Council's Local Development Framework.	Cabinet	06/Oct/2010	Local residents, stakeholders, service providers, community reference group, Members	Meetings, briefings, letters, email, public exhibition, sunderland.gov.uk	Via Contact Officer by 20 September 2010 - Environment and Attractive City Scrutiny Committee	Cabinet report, report on preferred option consultation responses, submission document for Hetton Downs Area Action Plan, formal sustainability report.	Keith Lowes	5611564
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

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01430	To formally endorse the Wearmouth-Jarrow World Heritage Site Nomination file prior to presentation to the Secretary of State (DCMS)	Cabinet	06/Oct/2010	Portfolio Holder Safer City	Report to Portfolio Holder/EMT	Via the contact officer by 20 September 2010 □ Environment and Attractive City Scrutiny Committee	Submission Draft Nomination File	Michael King	5618474
01437	To agree the Sunderland Local Investment Plan	Cabinet	06/Oct/2010	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meetings with interested parties	Via the Contact Officer by 20 September 2010 - Sustainable Communities Scrutiny Committee.	Full Report	Alan Caddick	5662690
01416	To consider any key decisions arising from the Revenue Budget Second Quarterly Review 2010/2011	Cabinet	06/Oct/2010	Directors and third parties affected by the virement proposals	Report will be made available on the Intranet and e-mailed to Directors	Via the Contact Officer by 20 September 2010 - Management Scrutiny Committee	None	Sonia Tognarelli	5611851

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01417	To consider any key decisions arising from the Capital Programme and Treasury Management Second Quarterly Review 2010/2011	Cabinet	06/Oct/2010	Directors and third parties affected by the virement proposals	Report will be made available on the Intranet and e-mailed to Directors	Via the Contact Officer by 20 September 2010 - Management Scrutiny Committee	None	Sonia Tognarelli	5611851
01431	To consider and approve the draft Seaburn Masterplan Supplementary Planning Document for the purposes of consultation.	Cabinet	06/Oct/2010	Local residents, stakeholders and statutory consultees	Website, public exhibitions and letters.	Via the Contact Officer by 20 September 2010 - Environment and Attractive City Scrutiny Committee.	Draft seaburn masterplan report and draft sustainability appraisal and appropriate assessment	Ben Winter	5612549
01442	Agree to tender for the procurement of repairs and maintenance of public buildings from a range of third party contractors.	Cabinet	06/Oct/2010	Executive Director of City Services, Head of Land and Property	Face to face meetings	Via the Contact Officer by 20 September 2010 - Management Scrutiny Committee	Report	Paul Davies	5642825

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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
01452	To agree the New Financial Assistance Policy	Cabinet	06/Oct/2010	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meetings with interested parties	Via the contact officer by 20 September 2011 - Sustainable Communities Scrutiny Officer	Report	Alan Caddick	5662690
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 Snaitth	5611166

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01451	To agree the Affordable Warmth Strategy	Cabinet	03/Nov/2010	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meetings with interested parties	Via the contact officer by 20 October 2010 - Sustainable Communities Scrutiny Committee	Full Report	Alan Caddick	5662690
01455	To award the contract and to agree to delegate actions and decisions required to finalise and execute all relevant documentation associated with the PFI supported long-term Strategic Waste Solution for the purpose of securing financial close.	Cabinet	03/Nov/2010	Cabinet Member with Portfolio for Sustainable Communities; Chief Solicitor; Director of Financial Resources; Gateshead MBC; South Tyneside MBC	Report; Briefings ; Meetings	Via the Contact Officer by 20 October 2010 - Sustainable Communities Scrutiny	Report	Peter High, Project Director Strategic Waste	561 4550
01436	To agree for the Council to assist with and facilitate the transfer of NTW's learning disability homes to a Registered Social Landlord.	Cabinet	03/Nov/2010	Cabinet, Service Users and Carer Groups, Portfolio Holder, Adult Services Staff, Health Partners	Briefings and/or meetings with interested parties.	Via the Contact Officer by 20 October 2010 - Health and Wellbeing Scrutiny Committee	Full Report	John Fisher	5661876

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01433	To approve the Housing and Neighbourhood Renewal Enforcement Policy	Cabinet	03/Nov/2010	Cabinet, Service Users, Ward Members and Portfolio holders	Briefings / meetings	Via the contact Officer by 20 October 2010 - Sustainable Communities Scrutiny committee	Report	Alan Caddick	5662690
01438	To agree the Contributions Policy	Cabinet	03/Nov/2010	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meetings with interested parties	via the Contact Officer by 20 October 2010 - Health and Wellbeing Scrutiny Committee	Report	Neil Revely	5661880
01426	To agree Moving from Contracting to Personalised Budgets (Day Care Services - OP)	Cabinet	03/Nov/2010	Cabinet Service Users and Carer Groups, Portfolio Holder, Adult Services Staff, Health Partners	Briefings and/or meetings with interested parties	Via the Contact Officer by 20 October 2010 - Health & Wellbeing Scrutiny Committee	Full Report	John Fisher	5661876



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01412	To approve the procurement of specialist vehicles to be used in the waste and cleaning service.	Cabinet	03/Nov/2010	Corporate Procurement; Director of Financial Services; Chief Solicitor; Member with Portfolio for Attractive and Inclusive City	Report; Briefings	Via Contact Officer by 20 October 2010 - Environment and Attractive City	Report	Les Clark, Head of Street Scene	5614540
01403	To consider the outcome of Public Consultation (March - June 2010) in relation to the Accessible Bus Network Design Project	Cabinet	03/Nov/2010	Portfolio Holder for Attractive and Inclusive City; Nexus; Chief Solicitor; Director of Financial Resources	Briefings; Meetings; e-mails	Via the contact officer by 20 October 2010 - Environmental and Attractive City Scrutiny Committee	Cabinet Report	Bob Donaldson	5611517
01423	To agree Neighbourhood Renewal Block Improvements in Hetton Downs	Cabinet	03/Nov/2010	Housing Portfolio Holder, Ward Members, Residents and Owners of Property	Briefings and/or meetings with interested parties	Via the Contact Officer by 21 October 2010 - Sustainable Scrutiny Committee	Full Report	Alan Caddick	5662690

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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
01424	To agree the Review of the Sunderland Private Landlords Self Accreditation Scheme	Cabinet	03/Nov/2010	Housing Portfolio Holder, Ward Members, Residents and Owners of property	Briefings and/or meetings with interested parties	Via the Contact Officer by 20 October 2010 - Sustainable Communities Scrutiny Committee	Full Report	Alan Caddick	5662690
01418	To approve the Sustainable Modes of Transport Strategy (SMOTS) for travel to schools.	Cabinet	03/Nov/2010	Portfolio Holders; Children's Services; Nexus; Scrutiny Committee	Workshops; Briefings; Report	Via Contact Officer by 20 October 2010- Attractive & Inclusive, Children, Young People & Learning	Report	Andrew Jackman	5611569
01434	To review to Council's Licensing Policy Statement	Cabinet	03/Nov/2010	Scrutiny Committee; Northumbria Police; Tyne and Wear Fire & Rescue Service; Local Businesses & Residents; Reps of the Licensing Trade and Members Clubs	Written requests to principal consultees; internet	Via the Contact Officer by 20 October 2010 - Community and Safer City Scrutiny Committee	Report	Tom Terrett	5611715

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01400	To agree the Access to Housing Project - Allocations Policy	Cabinet	01/Dec/2010	Cabinet, Service Users and Carer Groups, Portfolio Holder, Adult Services Staff and Partners	Briefings and/or meetings with interested parties	Via the Contact Officer by 19 November 2010 - Sustainable Communities Scrutiny Committee	Full Report	Alan Caddick	5662690
01398	To agree the Re-procurement of Advocacy (Mental Health) Services	Cabinet	12/Jan/2011	Cabinet, Service Users and Carer Groups, Portfolio Holder, Adult Services Staff and Health Partners	Briefings and/or meetings with interested parties	Via the Contact Officer by 19 December 2010 - Health and Wellbeing Scrutiny Committee	Full Report	Graham King	5661894
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

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		Taker	Date of Decision						
01449	To consider any key decisions arising from the Revenue Budget Third Quarterly Review	Cabinet	12/Jan/2011	Directors and third parties affected by the virement proposals	Report will be made available on the Intranet and emailed to Directors	Via the Contact Officer by 19 November 2010 - Management Scrutiny Committee	None	Sonia Tognarelli	5611851
01450	To recommend to Council the level of Council Tax Base to be included in the 2011/2012 Budget	Cabinet	12/Jan/2011	None	N/A	Via the Contact Officer 19 November 2010 - Management Scrutiny Committee	Cabinet Report	Fiona Brown	5611811
01448	To consider any key decisions arising from the Capital Programme and Treasury Management Third Quarterly Review	Cabinet	12/Jan/2011	Directors and third parties affected by the virement proposals	Report will be made available on the Intranet and emailed to Directors	Via the Contact Officer by 19 December 2010 - Management Scrutiny Committee	None	Sonia Tognarelli	5611851

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No.	Description of Decision	Decision Anticipated Taker 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
01454	To seek approval to adopt the Sunderland Partnership Volunteering Strategy for Sunderland City Council.	Cabinet 12/Jan/2011	All Heads of Service; Corporate Communities Group; Voluntary & Community Sector; Elected Members; Area Committees; Scrutiny Committees; Sunderland Partnership Organisations; Inclusive Communities Thematic Group	Draft Volunteering Strategy and Action Plan including consultation questions circulated via Consultation Database; e-newsletters and distributions lists; reports; Websites; printed copies; face to face contact	Via the Contact Officer by 19 December 2010 - Management Scrutiny Committee	Report and Strategy	Julie Gray Head of Community Services	561 7574

**ENVIRONMENT AND ATTRACTIVE CITY  
SCRUTINY COMMITTEE  
WORK PROGRAMME 2010-11**

**18 OCTOBER  
2010**

**REPORT OF THE CHIEF EXECUTIVE**

**Strategic Priorities: SP5 Attractive and Inclusive 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 Attractive and Inclusive 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 20 September 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.

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**ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE WORK PROGRAMME 2010-11**

<b>REASON FOR INCLUSION</b>	<b>JUNE 17.6.10</b>	<b>JULY 12.7.10</b>	<b>SEPTEMBER 20.9.10</b>	<b>OCTOBER 18.10.10</b>	<b>NOVEMBER 15.11.10</b>	<b>DECEMBER 13.12.10</b>	<b>JANUARY 17.1.10</b>	<b>FEBRUARY 14.2.10</b>	<b>MARCH 14.3.10</b>	<b>APRIL 11.4.10</b>
<b>Cabinet- Referrals and Responses</b>			Response to the 09/10 Policy Reviews – 20mph Zones and Allotment Provision							
<b>Policy Review</b>	Policy Review and Work Programme Report (HL)	Scoping Report (HL)	Setting the Scene (Chris Alexander/Jane Peverley)  Legible City (Chris Alexander)	Tourism and Marketing in Sunderland Policy Review 09/10 (Cllr M Mordey)  Approach to the Review (CB)	Economic Masterplan (Vince Taylor)  Policy Review Progress Report (HL)	Policy Review Progress Report (HL)	Policy Review Progress Report (HL)	Policy Review Progress Report (HL)		
<b>Performance</b>			Performance Q1 (Mike Lowe)			Performance Q2/ Policy Review Progress (Mike Lowe/HL)		LAA Delivery Plans		
<b>Scrutiny</b>	Household Alterations & Extensions Planning (Allan Jones)  Strategic Housing Land Availability Assessment (Neil Cole)  Request to attend - Centre for Public Scrutiny 8 <sup>th</sup> Annual Conference (HL)  Forward Plan (SA)	Condition of Fawcett St (Keith Lowes)  Planning Application Consultation Process (Keith Lowes)  Highways Maintenance (Les Clark)  Alterations No 2 - Strategic Planning Document (Article 4 Plan) (Neil Cole)  Work Programme (SA)  Forward Plan (SA)	Update on Bus Strategy (B Garner, Nexus)  Streetlighting (CE Electric)  Feedback from the Annual CfPS Scrutiny Conference (HL)  Work Programme (SA)  Forward Plan (SA)	Seaburn Masterplan (KL)  Local Transport Plan 2011-2021 (KA)  Poverty of Place Visit (SA)  Work Programme (SA)  Forward Plan (SA)	Flood Planning (Barry Frost)  Public Conveniences (Les Clark)  Ryhope Village Conservation Area Character Appraisal and Management Strategy (Mark Taylor)  Work Programme (SA)  Forward Plan (SA)	Local Development Framework – Annual Update (Neil Cole)  Work Programme (SA)  Forward Plan (SA)	Work Programme (SA)  Forward Plan (SA)	Waste Management (Peter High)  Work Programme (SA)  Forward Plan (SA)	Work Programme (SA)  Forward Plan (SA)	Work Programme (SA)  Forward Plan (SA)
<b>CCFA/Members items/Petitions</b>										