

SUNDERLAND EMPLOYMENT STRATEGY 2011-2014

REPORT OF THE DEPUTY CHIEF EXECUTIVE

Strategic Priorities: SP1 Prosperous City, SP5 Attractive City

Corporate Priorities: CI01: Delivering Customer Focused Services, CI04: Improving partnership working to deliver 'One City'.

1. Purpose of the report

- 1.1 To seek the views and comments of the Committee on the draft Sunderland Employment Strategy 2011-2014.

2. Current Position

- 2.1 An Employment Strategy for Sunderland has been developed in order to make the city a more prosperous one, made up of thriving neighbourhoods where people want to work and where businesses want to be based. It will also contribute to reducing the significant gaps between the wealthy and the poor in our City and maintaining and building upon the improvements that delivered by the Working Neighbourhood Strategy 2008 – 2011.
- 2.2 The Employment Strategy vision which overarches these goals is:
To support Sunderland at a neighbourhood level, to achieve high levels of good quality employment and profitable self-employment.
- 2.3 The Employment Strategy for Sunderland is an important part of a whole range of programmes which focus solely on making Sunderland a more prosperous city over the next 15 years. This range of programmes comes under one title; The Economic Masterplan. The Employment Strategy complements Sunderland's Skills Strategy and Sunderland's Enterprise and Innovation Strategy, which will also help deliver the Economic Masterplan. It also supports the city's Child Poverty Strategy.
- 2.4 The Employment Strategy will direct and enable the allocation of any available strategic resources and will support the delivery of the Economic Masterplan for Sunderland; it complements the Skills Strategy and the Enterprise and Innovation Strategy for Sunderland being developed in spring 2011.
- 2.5 A copy of the draft Sunderland Employment Strategy is attached as an appendix.

3 Recommendation

That the views and comments of members be sought on the draft Sunderland Employment Strategy 2011-2014.

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