

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

26 October
2011

UNIVERSITY CITY POLICY REVIEW 2011/12: CHAMBER OF COMMERCE

REPORT OF THE CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY

CORPORATE PRIORITIES: C101: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'

1. Purpose of Report

- 1.1 To receive a report from Jonathan Walker, Head of Member Relations, North East Chamber of Commerce (NECC) into the work of the Chamber and to provide their views in relation to the Committee's policy review into Aim 1 of the Economic Masterplan – A New Kind of University City.

2. Background

- 2.1 In setting its work programme for the year, the Committee agreed to include an update from the North East Chamber of Commerce on the operation and prospects of the business sector in Sunderland.
- 2.2 The meeting will also provide the Chamber of Commerce to present their views in relation to the Committee policy review into Aim 1 of the Economic Masterplan – A New Kind of University City.

3. Current Position

- 3.1 Jonathan Walker (Head of Member Relations) has been invited to the meeting in order to provide a short presentation on the work of the Chamber and in relation to the Committee's policy review into the development of the University City.
- 3.2 The presentation will focus on the plans set out in the NECC's 2011 Manifesto and other ongoing efforts on behalf of business in Sunderland. This will include the actions required to bolster the competitiveness of local businesses, the investment priorities required to secure economic growth and the measures necessary to maintain the economic recovery. A copy of the 2011 Manifesto is attached as an appendix.
- 3.3 The presentation will also refer to the views of the NECC in relation to

the development of the University City. A short paper prepared by the Chamber is attached as an appendix.

4 Recommendation

- 4.1 That the report of the North East Chamber of Commerce be received and information on the development of the University City be incorporated into the policy review.

5 Recommendation

- 5.1 That the report be included as part of the evidence for its policy review and final report.

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