

**At a meeting of the ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE held in the CIVIC CENTRE on MONDAY, 15<sup>TH</sup> NOVEMBER, 2010 at 6.00 p.m.**

**Present:-**

Councillor Miller in the Chair

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

**Also Present:-**

Councillor Tate - Chair of Management Scrutiny Committee

**Apologies for Absence**

An Apology for absence was submitted on behalf of Councillor A. Wright.

**Minutes of the Last Meeting of the Environment and Attractive City Scrutiny Committee held on 18<sup>th</sup> October, 2010**

1. RESOLVED that the minutes of the last meeting of the Committee held on 18<sup>th</sup> October, 2010 be confirmed and signed as a correct record.

**Declarations of Interest**

Item 6 – Flood Planning in Sunderland

The Chairman declared a personal interest as a Council appointed Member of the Northumbria regional Flood Defence Committee.

**Sunderland ‘The Place’ Policy Review 2010/11: Progress Report**

The Chief Executive submitted a report (copy circulated) which informed Members of the progress made on the Committee’s Policy Review into Sunderland ‘The Place’

(For copy report – see original minutes)

Helen Lancaster, Acting Scrutiny Officer, presented the report and advised Members of the work that had been undertaken to date and also the future evidence gathering that would be taking place.

Councillor Wood advised that since the visit to the University had been arranged there had been a briefing session for all Members with Northumbria Police arranged for the same date. He would have liked to have been able to attend both and asked that in future precautions was taken to ensure that these diary clashes did not occur.

The Chairman stated that the visit to the University had been arranged before the briefing session and agreed that checks needed to be made when scheduling meetings.

The Chairman thanked Ms. Lancaster for presenting the report and consideration having been given to the report it was:

2. RESOLVED that the dates of the forthcoming evidence gathering sessions be noted and the report be received and noted.

### **Sunderland 'The Place' Policy Review 2010/11: Sunderland Economic Masterplan**

The Chief Executive submitted a report (copy circulated) which provided Members with a background to the recently launched Economic Masterplan in the context of the Committee's Policy Review; Sunderland 'the Place' and introduced the Presentation delivered by Vince Taylor.

(For copy report – see original minutes)

Vince Taylor, Head of Strategic Economic Development, delivered the presentation and advised Members of the five aims set out by the Masterplan.

These aims were:-

- Aim 1 – 'A new kind of university city'
- Aim 2 – 'A national hub of the low-carbon economy'
- Aim 3 – 'A prosperous and well connected waterfront city centre'
- Aim 4 – 'An inclusive city economy – for all ages'
- Aim 5 – 'A one city approach to economic leadership'

Mr Taylor advised that there had been extensive consultation on the Masterplan and that it had been approved by Cabinet on 21<sup>st</sup> July 2010 and the launch events had taken place on 18<sup>th</sup> and 19<sup>th</sup> October 2010.

Councillor Wakefield commented that it seemed that the Masterplan was a wish list and he was unsure of how achievable the aims were. He raised concerns over the suggestion that the out of town business parks were wrong and that they should have been built nearer to the city centre. The residents of

Hetton, Houghton and Washington often felt like they were not a part of the city as they were physically separated from the rest of the city. There was a need to embrace all residents from all areas of the city without losing the historic character of the outlying villages.

Mr Taylor replied that the Masterplan did not say that the out of town business parks were wrong; the problem lay in the fact that there were only out of town business parks when there was a need to have these businesses located within the city centre as well.

Councillor Wood expressed his disagreement with some of Councillor Wakefield's comments. He felt that while the Masterplan was a wish list it was however wishing for the right things and was a step towards improving the whole city. There was a need to redevelop the Vaux site as there was a need for the city to be attractive as well as economically viable; it was clear what the preferred developments for the Vaux and Farringdon Row sites should be.

Councillor Wood then asked what businesses were looking for when they were deciding whether to invest in the city and also how to make sure that businesses actually came to the city if they liked what they saw.

Mr Taylor advised that Nissan still required suppliers to be nearby and this attracted some businesses to the area. Other more mobile businesses looked for an area with a high quality workforce with skilled and loyal employees; cost of labour was a lower priority for most businesses. High quality low cost property was also important as was the infrastructure available. The Broadband spine of the UK ran along the route of the A19 and as such areas including Doxford Park and Rainton Bridge were well connected to high speed internet in addition to having good transport links. Sunderland City Council was also one of the few Local Authorities in the UK to offer incentives to attract businesses.

Councillor Wood then expressed his concerns over the list of suggested topics for questions which had been circulated to Members; he did not feel that this was conducive to effective scrutiny as he felt that individual Members should be able to devise their own questions as they feel necessary.

The Chairman advised that it had been his idea to trial this list of suggested questions to see how well it would be received by Members; as it had not been well received he did not feel it would be necessary to provide a list like this again.

The Chairman then stated that both the Masterplan and the Policy Review were broad, wide ranging subjects and both were also highly detailed.

Councillor Kelly commented that there had been numerous meetings with Mr Taylor where various issues had been raised; it appeared that some of these issues had not been included in the Masterplan. There was a need for investment in the city. He was not convinced by the proposals to make the city a University City. As a Masterplan for the City Centre the plan was excellent,

however as a whole city Masterplan it was not as good as it missed out large areas of the city. Residents of Washington often did not feel as though they were a part of Sunderland. The outlying areas were still a part of the city and there was a need to ensure that the residents felt like they were a part of the city. Nissan had been permitted to erect a number of large wind turbines however other businesses in Washington had been refused permission to erect wind turbines.

Councillor E. Gibson commented that the existing Business Parks were in the right places and were successful. There was a need for investment in the City Centre. Improvements to the infrastructure such as Metro extensions were vital if new businesses were to be attracted to the city.

Councillor Tye commented that Silksworth had been part of Houghton at one time. The residents had embraced the change to being a part of Sunderland. There was a need for the residents of Hetton, Houghton and Washington to accept that they are a part of Sunderland as this was the only way to reduce the divide between the areas.

Councillor Kelly stated that there were areas such as Ryhope which were integrated with Sunderland but had however kept their own historic identity. The problem for the outlying areas was that there were natural boundaries between them and the city which made the residents feel more isolated and as though they were not a part of Sunderland.

Mr Taylor advised the Members that the Masterplan focused on the whole of Sunderland; only Aim 3 was based solely around the city centre and Aim 2, the low carbon economy, would be mostly out of the city centre with a lot of the development taking place in the 'Coalfield' area of Hetton and Houghton.

Councillor Wakefield expressed his concerns over the Hetton and Houghton areas being referred to as the 'Coalfield'. These areas contained some of the greenest places in Sunderland and they should be a tourist attraction however the 'Coalfield' moniker would discourage people from visiting the area.

The Chairman commented that Sunderland was a diverse city and there was a need to remember that the central areas as well as the outlying areas were all one city. He felt that if the city were to become a University City there would be a need for campuses in places other than the City Centre. There was a need to improve the leisure provision across the city; the lack of hotel accommodation across the city also needed to be addressed. There was still a need to improve the transport links across the city. He hoped that the Economic Masterplan would help the city to sell itself which would then lead to improvements being made.

Mr Taylor advised that there was a need for influence to be used a lot more and there was a need to look at how organisations worked together. It was unlikely that the University would build another campus however it was possible that the University could enter the schools to encourage young people within the city to attend the university. There were enquiries received

from developers looking to build hotels and some went on to be granted planning permission however there was nothing would then come of the development. At some point there would be a hotel built and then others would be likely to follow; Mr Taylor hoped that the first hotel would be built within the next year or two.

With regards to transport issues Mr Taylor advised that there would be meetings with the bus operators in order to identify potential improvements; there were currently areas of the city which were not well served by public transport. Sunderland did not have a strong enough sense of place for people arriving in the city although the city was performing well considering the weak physical sense of place. It was important to improve the reputation of the city, when Nissan had announced their plans to build an electric car the city's ratings had increased.

The Chairman thanked Mr Taylor for his presentation and it was:

3. RESOLVED that the report be received and noted and the information provided be given consideration as part of the Policy Review for 2010/11.

### **Flood Planning in Sunderland**

The Deputy Chief Executive submitted a report (copy circulated) which provided the Committee with details of flood planning in Sunderland.

(For copy report – see original minutes)

Barry Frost, Security and Emergency Planning Manager, presented the report and advised Members that this report followed the report which had been presented to the Committee on 14<sup>th</sup> December, 2009. Mr Frost advised that the Pitt Review had been undertaken by Sir Michael Pitt following the floods of summer 2007 and this had led to Sunderland City Council contracting Jeremy Benn Associates Ltd to carry out a Strategic Flood Risk Assessment in 2009.

In March 2011 the Council would be participating in a nationwide exercise called "Watermark" which would test the arrangements that are in place for responding to severe, wide-area flooding.

Councillor Wakefield commented that the work carried out was reassuring; especially for people living in low lying areas of the city which were at risk from flooding. There had been water rescue training which had taken place in the Houghton area.

Mr Frost advised that the Council had been involved in the training and it was referred to in the response plan.

Councillor Padgett referred to the properties in the Sedgeleth area of Houghton which had been built below the flood level. He asked whether any work had been undertaken to protect these properties from flooding.

Mr Frost stated that he believed work had been carried out and that the area was classified as being at risk from flooding. He agreed to find out what works had been undertaken and provide this information to Councillor Padgett.

Councillor Padgett then queried whether the water authority had carried out any works at the Sewage Works.

Mr Frost advised that he was not aware of any works being carried out here.

Councillor Wakefield then advised that the stream had been bunded along its length from Rainton Bridge however there was still an issue with the capacity of the Sewage Works.

4. RESOLVED that the report be given consideration and that Members comments be noted.

### **Ryhope Village Conservation Area: Character Appraisal and Management Strategy**

The Deputy Chief Executive submitted a report (copy circulated) which advised Members of the responses received following consultation of the draft Ryhope Village Conservation Area Character Appraisal and Management Strategy and sought Members comments on the revised document.

(For copy report – see original minutes)

Mark Taylor, Senior Conservation Officer, presented the report and advised Members that there had been documents produced for other areas and this was the 11<sup>th</sup> document in the series. There were 14 Conservation Areas in Sunderland and each would be having one of these Character Appraisal and Management Strategy reports produced.

The Committee's comments were being sought as part of the consultation process; a process which had already led to twelve written responses being received and comments being made by 21 attendees at a public exhibition.

The Committee's comments would be reported to the Cabinet Meeting on 1<sup>st</sup> December, 2010 when approval would be sought for the adoption of the document as formal Planning Guidance.

Councillor Kelly congratulated Mr Taylor for producing such an excellent document which was of the usual high standard achieved by these Character Appraisal and Management Strategies.

5. RESOLVED that the report be received and noted and the Character Appraisal and Management Strategy be referred to Cabinet for consideration.

### **Forward Plan – Key Decisions for the Period 1 November 2010 – 28 February 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 1 November 2010 – 28 February 2011 which related to the Environment and Attractive City Scrutiny Committee.

(For copy report – see original minutes).

Helen Lancaster, Acting Scrutiny Officer, presented the forward Plan and advised Members of the updated plan which had been circulated to Members. The Chairman having thanked Ms. Lancaster for her report it was:

6. 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.

Helen Lancaster, Acting Scrutiny Officer presented the work programme.

(For copy report – see original minutes).

Councillor Kelly stated that he had attended a visit to Washington Front Street where there had been concerns raised over the lack of daytime business in the street. There were a large number of Takeaways and bars; this did not help to attract visitors to the area. He asked whether it would be possible for the Committee to look at this and investigate the possibilities of attracting businesses to the area.

Councillor Wakefield commented that the Coalfield Area Committee had been looking at the shopping centres within Hetton and Houghton. The Remembrance Parade in Houghton had passed a lot of shop units which were closed with the shutters down; he felt that improvements could be made if there was an increase in policing to reduce the need for shutters.

Councillor E. Gibson advised that it was difficult to refuse planning applications for Takeaways or bars unless there were valid grounds for refusal. There needed to be another way to improve the quality of shops.

The Chairman agreed that the degradation of shopping centres was unacceptable. It was a broader issue than just that of planning as there was a need to find a way of encouraging small businesses back into the shopping streets.

Councillor Kelly stated that there needed to be some mechanism in place to tackle the issue. There were complaints from residents about the number of takeaways and the amount of shops which were closed during the day.

The Chairman stated that this issue could be linked into poverty of place.

Ms Lancaster stated that she would liaise with the Area Officers and look into this issue further.

8. 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:  
PROGRESS REPORT**

**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 This report informs members of progress on the Scrutiny Committee's Policy Review for 2010/11 into Sunderland 'the Place'

**2. Background**

- 2.1 Following the initial scoping of the Policy Review on 12 July 2010, members have commenced evidence gathering in relation to Sunderland 'the Place'.

**3. Current Position**

- 3.1 The aim and terms of reference for the Policy Review can be found at **Appendix 1**.

***Project Plan***

- 3.2 At the Committee meeting of 18 October 2010 members agreed the approach to be taken in regard to gathering the evidence for the Policy Review. Attached for members information is an updated illustration (**Appendix 2**) which outlines the various activities and evidence gathering that will be undertaken throughout the review process. The plan seeks to finalise the evidence gathering arrangements in the coming months. Throughout the review process members will be provided with an up-to-date plan reflecting confirmed dates and additional information.

***Evidence Gathering To Date***

- 3.3 At the Committee meeting of 20 September 2010, members received a presentation to set the scene for the policy review. At the same meeting, members received a report on the progress being made with regard to the Legible City agenda. These items of evidence principally contribute to Terms of Reference A, B and C.
- 3.4 At the Committee meeting held on 18 October 2010, the Chair of the Prosperity and Economic Development Scrutiny Committee presented some of the findings and recommendations of that Scrutiny Committee's Policy Review for 2009/10 into Tourism and Marketing in Sunderland. This item of evidence principally contributes to Terms of Reference B and C, with the additional purpose of reducing duplication

of effort, maximising the value of the Policy Review and encouraging joint ways of working with Scrutiny Committees.

3.5 At the Committee meeting held on 15 November 2010, members received a presentation from the Head of Strategic Economic Development about the Economic Masterplan in the context of the policy review. This item of evidence principally contributes to Terms of Reference A, B, C and D.

3.6 The main points from this presentation and discussion were:

- The Economic Masterplan was developed in recognition that the city needs to be clear about its future, maximising its strengths and overcoming challenges, particularly in the current economic climate;
- An important element of a city's identity is that it should be clear to both visitors to Sunderland, and its residents, how the city makes its living;
- Future city centre improvements will enable the city to express outwardly its identity and pride through effective place shaping, for example the former Vaux site can be viewed on approach to the Wearmouth bridge;
- Attracting investment to the city is essential to its success. Businesses looking to locate in Sunderland are looking for a good labour supply of suitably skilled workforce first and foremost. Loyalty is also extremely important and the workforce in Sunderland are very good at giving the longer term commitment that business needs. Good transport links (including public transport) and a high capacity broadband link are also major factors in the decision;
- Whilst lack of hotel accommodation continues to be an issue, work is ongoing to attract investors in this area. There should come a point whereby once one hotel is opened within the city, more will follow;
- The University of Sunderland is an integral part of the city's future achievements, in order to develop a city-wide presence it works within schools across the city so that young people feel they are part of the university and go on to study there. In addition work is currently ongoing to open up the Chester Road campus and make it more attractive and accessible to members of the public;
- Sunderland already has a strong sense of community identity. This will be further strengthened through the Low Carbon City Villages model, the criteria for which looks at successful neighbourhoods, what these look like and what residents want them to have; and
- A strong sense of place will be an essential component in the successful delivery of this very important plan for Sunderland, and in turn, successful delivery of the plan will lead to further strengthening of the city's identity and sense of place.

3.7 The first evidence gathering activity for Task and Finish Strand 2; Partner Activity and Profile, took place on 26 November 2010. Members visited the University of Sunderland, Chester Road campus and were given a tour of the campus as well as meeting staff and local, national and international students, to find out their experiences of the city. This item of evidence principally contributes to Terms of Reference B and C.

3.8 The main points from this task and finish activity were:

- The University has developed a strong working relationship with the council through the development of the Economic Masterplan;

- The Chester Road campus is a 'gateway' to the city, emphasised by the level of activity taking place on and around the buildings, lights are on at night and it feels welcoming. Ongoing discussions regarding traffic management are taking place with the council;
- The campus has undergone extensive refurbishment to improve the student experience and work is now ongoing to open up the spaces between the buildings in order to make them accessible and welcoming to members of the public;
- Campus facilities are open to residents of the city. Campus facilities are open to residents of the city. As part of the LASH (Libraries Access Sunderland Scheme) in association with public libraries and the City of Sunderland College, University Libraries allow members of the general public to use the facilities. PCs can be used during staff working hours and all books are available for reference. In addition local businesses can hold their meetings in The Gateway, encouraging the use of space by non-students;
- The University recently won the prestigious Times Higher Educational award for most improved student experience;
- A lack of hotel facilities make it difficult for the University to promote itself as a conference centre, which would attract lots of people into the city;
- There is a lack of appropriate signage to the University from the main arterial routes, and the train and metro stations;
- International students come from over 80 countries, of those students from the UK 75% come from within the region. The University wants to increase the number of students coming from outside of the region;
- Word of mouth is a vital tool in promoting the University and the city, often students base a decision to come here on the experiences others have had before them;
- Many prospective students do not know where Sunderland is or what it is like, therefore the city itself is promoted by staff alongside the University. The nightlife, ski slope, cinema, The Bridges and the Empire Theatre are part of the package of entertainment activities promoted to prospective students and parents, as well as the transport links to London and the fact that Sunderland has a coastline;
- The UK student experience of Sunderland is very positive. A key quality of Sunderland is the friendliness of its people, the very beautiful scenery and heritage it has as well as the reputation the University itself has. There are issues with private accommodation, however this appears to be reflected nationally;
- The International student experience of Sunderland is also very positive, parents are reassured that the city is safe and convenient. The low cost of living in the city is also a deciding factor. International students access local websites to gain more of an understanding about the city. Students do sometimes face problems with anti-social behaviour which can make them feel less safe and they have difficulty getting part time work in the city to help support themselves; and
- International students also expressed an interest in attending more cultural events

## Further Evidence Gathering

3.8 Further evidence gathering activities confirmed for December 2010 and January 2011 are as follows;

Method	Activity	Location	Date and Time	Terms of Reference (Appendix 1)	Additional Information
Formal Committee Meeting – 13 December 2010	The Partnership Approach to Sunderland ‘the Place’  (Sam Palombella, Chair of the Attractive and Inclusive City Delivery Partnership)	Committee Room 1, Civic Centre	17 January 2011, 6pm	B, C	
Informal meeting	Meeting with Sharon Hodgson MP to gain her views on Sunderland’s position nationally	Committee Room 5, Civic Centre	17 December 2010, 9.30am – 11.00am	A, G	
Task and Finish Activity 2: <b>Place</b>	Sunderland’s International Profile – to understand the work the local authority, in partnership with the business community is doing to raise the city’s profile at an international level, as well as the ongoing work within schools in the city.	Creative Cohesion Building, Sunnyside	12 January 2011, 1.30pm – 4.15pm	D, E, G	Draft programme attached at Appendix 3
Formal Committee Meeting – 17 January 2011	Reputation and Influencing Programme  (Deborah Lewin, Director of Communications and Marketing)	Committee Room 1, Civic Centre	17 January 2011, 6pm	A, B, C, D, G	
Formal Committee Meeting – 17 January 2011	Evidence from the Media  (Rob Lawson, Editor of Sunderland Echo)	Committee Room 1, Civic Centre	17 January 2011, 6pm	G	

## 4. Recommendation

- 4.1 That members of the Environment and Attractive City Scrutiny Committee note and comment on the information provided.
- 4.2 That members note the dates of the forthcoming task and finish activities and indicate whether they are able to attend.

## 5. Background Papers

- Minutes of the Environment and Attractive City Scrutiny Committee; 12 July 2010; 20 September 2010, 18 October 2010 and 15 November 2010.

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## **Appendix 1**

### **Sunderland ‘the Place’ Policy Review: 2010/11**

#### ***Aim of the Review***

The aim of the review is;

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.

#### ***Terms of Reference***

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

**Appendix 2  
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*

January 2011 (Date to be confirmed):  
Feedback from Area Chairs

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

**Additional Activity:**

18 October 2010:  
Members to receive copies of the ‘Sunderland Book’ and the Economic Masterplan

November 2010: Royal Mail invited to make a contribution to the review in terms of the differing postcodes across the city

17 December 2010, 9.30-11.00am: Evidence from Sharon Hodgson MP

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

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

**Scrutiny Committee Meeting:**  
**Chair: Cllr Miller**

20 September 2010:  
- Scene Setting Report  
- Legible City

18 October 2010:  
- Approach to the Review  
- Chair of Prosperity and Economic Development Scrutiny Committee: Tourism and Marketing in Sunderland

15 November 2010:  
- Progress Report  
- Economic Masterplan in the context of Sunderland ‘the Place’

13 December 2010:  
- Progress Report  
- Partnership Approach to Sunderland ‘the Place’

17 January 2011:  
- Progress Report  
- Reputation and Influencing Programme  
- Evidence from the Media

14 February 2011:  
- Progress Report (including analysis of the Community Spirit findings)

14 March 2011:  
- Draft Policy Review report

11 April 2011:  
- 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*

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

January 2011 (date to be confirmed):  
SAFC and SAFC Foundation

12 January 2011, 1.30pm-4.15pm: International Profile

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

## Appendix 3

### ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE; SUNDERLAND 'THE PLACE' POLICY REVIEW

#### SUNDERLAND'S INTERNATIONAL PROFILE: 12 JANUARY 2011

Creative Cohesion building, Coronation Street, Sunnyside, **Sunderland**, SR1 1EY

1.30pm	Arrival
1.45pm	Welcome and Introduction to the work of the International Team (Catherine Auld, International Manager)
2.00pm	Software City
2.45pm	Break
3.00pm	Creative Cohesion (to include tour of the building)
3.30pm	International Education in Sunderland
4.15pm	Close



# **ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE**

13 DECEMBER 2010

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

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

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

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

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

- 1.1 The purpose of the verbal update and presentation will be to provide members of the Scrutiny Committee with an overview of the work of the Attractive and Inclusive City Delivery Partnership in the context of the Scrutiny Committee's Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 The verbal update and presentation will inform/contribute to the Scrutiny Committee's policy review for 2010/11 into Sunderland 'the Place'.

#### **2. BACKGROUND**

- 2.1 At its meeting on 17 June 2010 the Scrutiny Committee agreed to focus on Sunderland 'the Place' as the Policy Review for 2010/11 and agreed the aim of the review and terms of reference at its meeting on 12 July 2010.
- 2.2 At its meeting on 18 October 2010 members of the Scrutiny Committee agreed the proposed approach to the policy review. The evidence gathering included receiving information regarding the work of partners in the context of Sunderland 'the Place'.
- 2.3 The Attractive and Inclusive City theme is one of the key priorities of the Sunderland Strategy and the Local Area Agreement. The focus of this priority is to ensure that Sunderland becomes a clean, green city with a strong culture of sustainability that nurtures its natural and built environment. A place that is recognised inside and outside the city as an attractive and accessible place to live, work, study and visit, with a high quality and welcoming physical environment.
- 2.4 The presentation will contribute 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;
- (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;

### **3. CONCLUSION**

- 3.1 Members are asked to receive the presentation from Sam Palombella, Chair of the Attractive and Inclusive City Delivery Partnership.

### **4. RECOMMENDATION**

- 4.1 That Members consider and comment on the information provided.

### **5. BACKGROUND PAPERS**

- Minutes of the Environment and Attractive City Scrutiny Committee – 12 July and 18 October 2010.

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**Contact Officer:** Helen Lancaster, Acting Scrutiny Officer  
Helen.lancaster@sunderland.gov.uk

**COMMITTEE EXPENDITURE IN SUPPORT OF POLICY  
REVIEW, SUNDERLAND ‘THE PLACE’**

**REPORT OF THE CHIEF EXECUTIVE**

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

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

**1. Purpose of Report**

1.1 For the Committee to consider expenditure in support of the Policy Review for 2010/11 into Sunderland ‘the Place’.

**2. Background**

2.1 Each municipal year, every Scrutiny Committee is allocated a specific budget. This budget is to be allocated as the Committee sees fit, primarily to support robust and wide evidence gathering for that year’s policy review.

**3. Current Position**

3.1 At its meeting on 17 June 2010 the Scrutiny Committee agreed to focus on Sunderland ‘the Place’ as its Policy Review for 2010/11 and at the meeting of 12 July 2010 it agreed the aim of the review, Terms of Reference and sources of evidence.

***Community Spirit Consultation***

3.2 One such form of evidence was to undertake a consultation using the City Council’s in-house Community Spirit Panel. The purpose of the consultation is to understand resident’s perceptions of Sunderland as a Place and what they want the ‘story’ of Sunderland to be. Attached as **Appendix 1** is the City Council’s consultation mandate, which clearly explains why the consultation is being undertaken.

3.3 This item of evidence will principally contribute to the following Terms of Reference;

- (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; and

- (e) To investigate how people who live, work and study in the city view Sunderland, the place;
- 3.4 It is proposed the consultation is carried out week commencing 24 January 2011, with a focus group being carried out in each area of the city.
- 3.5 The consultation has a cost attached of £2156, although it should be noted that this cost could vary slightly depending upon the response and attendance. This includes;
- Invitation to the whole Community Spirit Panel (1600 letters): £1500
  - Return postage: £35
  - Confirmation letters: £71
  - Hospitality: £250 (£50 per venue)
  - Room Hire (5 venues across city): £300

### ***International Profile Event***

- 3.6 Members have been invited to meet with the International Team, business partners and schools within the city on 12 January 2011 at the newly developed Creative Cohesion Building in Sunnyside. As this building is the premises of a charitable organisation, a small donation of £30 has been requested to hire the building for the afternoon.
- 3.7 This item of evidence will principally contribute to the following Terms of Reference;
- (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; 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

## **4. Recommendation**

- 4.1 The Committee is asked to consider the proposed expenditure to support the evidence gathering for the Policy Review, to be funded from the budget of this Scrutiny Committee.

## **5. Background Papers**

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

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## Appendix 1

### Sunderland City Council: The Consultation Mandate

<b>Identity</b>	We	The Environment and Attractive City Scrutiny Committee (Sunderland City Council)
<b>Target</b>	views of	The residents of Sunderland's
<b>Issue</b>	concerning	perceptions of Sunderland as a Place and what they want the 'story' of Sunderland to be
<b>Actor</b>	so that	the Environment and Attractive City Scrutiny Committee
<b>Action</b>	can	use the views of residents to inform its Policy Review into Sunderland the Place
<b>Date</b>	at	the Scrutiny Committee on 17 <sup>th</sup> January.
<b>Wider aim</b>	so as to accomplish	the formulation of strong recommendations to Cabinet from the evidence gained as part of the Policy Review (of which the consultation contributes to in part)

*need to understand*

## PERFORMANCE REPORT QUARTER 2 (APRIL – SEPTEMBER 2010)

### REPORT OF THE CHIEF EXECUTIVE

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

#### 1.0 Purpose of the report

The purpose of this report is to provide Environment and Attractive Scrutiny Committee with a performance update relating to the period April to September 2010. This quarter the report includes:

- Progress in relation to the LAA targets and other national indicators.
- Progress in relation to the Traffic Issues Policy Review, 20mph Zones Policy Review and Allotment Provisions Policy Review Recommendations.
- Results of the annual MORI residents survey which took place during May to July 2010

#### 2.0 Background

- 2.1 Members will recall that a new performance framework was implemented during 2008/2009. This includes 198 new National Indicators which replaces previous national performance frameworks. As part of this new framework 49 national indicators have been identified as key priorities to be included in the Local Area Agreement (LAA). Performance against the priorities identified in the LAA and associated improvement targets have been reported to Scrutiny Committee throughout 2009 as part of the quarterly performance monitoring arrangements. The LAA priorities have been a key consideration in CAA in terms of the extent to which the partnership is improving outcomes for local people. CAA was introduced in April 2009 to provide an independent assessment of how local public services are working in partnership to deliver outcomes for an area. However, the coalition government have abolished CAA with immediate effect. Progress in the LAA will continue to be monitored through 2010/11 (which is the last year of the agreement) through the Council and the Sunderland Partnership's performance management and reporting arrangements. The performance framework will be reviewed when further national direction is available to ensure that it is fit for purpose.
- 2.2 The annual Ipsos MORI residents' survey was undertaken from May to July 2010. The survey takes the form of face to face interviews with 1215 residents across the city. The results in terms of the services within the committees remit are also incorporated into this performance report.
- 2.3 As part of the development of Scrutiny particularly in terms of strengthening performance management arrangements, Policy Review recommendations have been incorporated into the quarterly performance report on a pilot basis. The aim is

to identify achievements and outcomes that have been delivered in the context of overall performance management arrangements to enhance and develop Scrutiny's focus on delivering better outcomes and future partnership working. The latest progress report in relation to the Traffic Issues Policy Review, 20mph Zones Policy Review and Allotment Provision Policy Review is included as **Appendix 2**.

2.4 **Appendix 1** provides an overview of the position for relevant national indicators and also any local performance indicators that have been retained to supplement areas in the performance framework that are not well covered by the national indicator set.

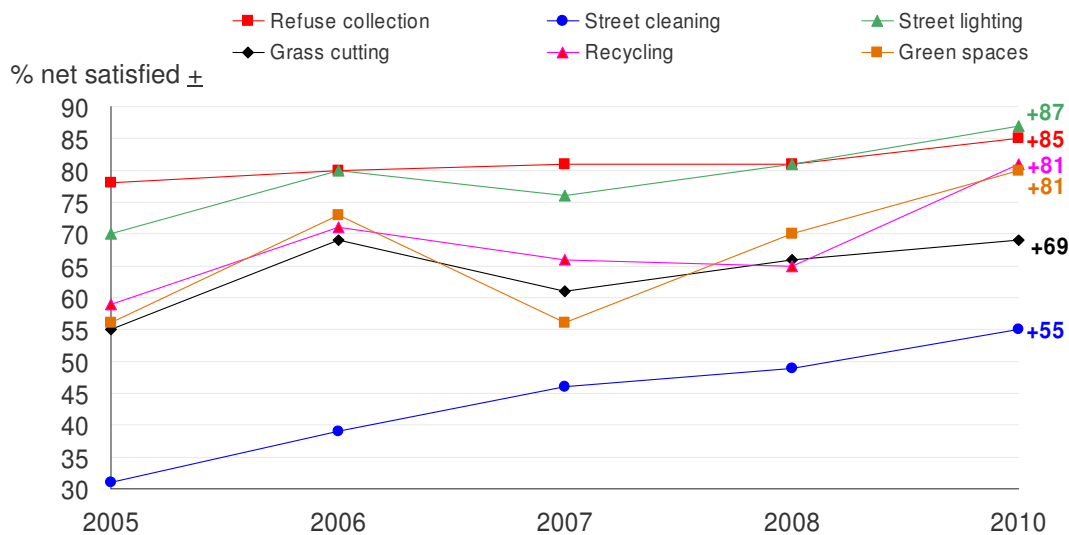
### 3.0 Findings

#### 3.1 Consultation

The Ipsos Mori residents' survey 2010 shows satisfaction levels with Environmental Services are high in Sunderland. 9 in 10 residents are satisfied with refuse collection, an increase to 91% compared to 88% in 2008. Satisfaction with doorstep recycling (88% up from 80% in 2008) and street cleaning (74% up from 69% in 2008) has also improved from the previous year. The graph below shows net satisfaction with aspects of street scene services over the last five years.

## Street scene satisfaction – cleanliness

Q *I would like you to tell me how satisfied or dissatisfied you are with the quality of each of these in your local area.*



Ipsos MORI Base: c. 1,200 Sunderland residents

Source: Ipsos MORI



Satisfaction levels and their improvement within each of the five areas largely coincided with the pattern of the blue bin roll-out with both the Coalfield (83% to 95%) and Washington (72% to 91%) areas largely having been covered by late May (before the survey period). North was largely covered by late July. East and West, however, did not receive bins until after the survey period



Increasing numbers of people think the City Centre is well maintained; three in five (62%) now say the level of cleanliness is good, compared with closer to half in 2004 (54%).

Satisfaction with all aspects of parks and open spaces has improved during 2010, grass cutting of open spaces improved from 75% in 2008 to 77% in 2010. Satisfaction with green spaces in your neighbourhood has also improved from 81% in 2008 to 88% in 2010. Satisfaction with parks has improved from 70% in 2008 to 74% in 2010. However, satisfaction with sports facilities in parks has seen a dramatic improvement from 52% in 2008 to 67% in 2010, while the percentage dissatisfied with the service has fallen from 24% in 2008 to 16% in 2010. The table below provides a breakdown of results:

	<b>Satisfied (%)</b>		<b>Dissatisfied (%)</b>	
	<b>2008</b>	<b>2010</b>	<b>2008</b>	<b>2010</b>
Grass cutting of open spaces	75	77	9	8
Green spaces in your neighbourhood	81	88	11	7
Parks	70	74	20	19
Sports facilities in parks	52	67	24	16

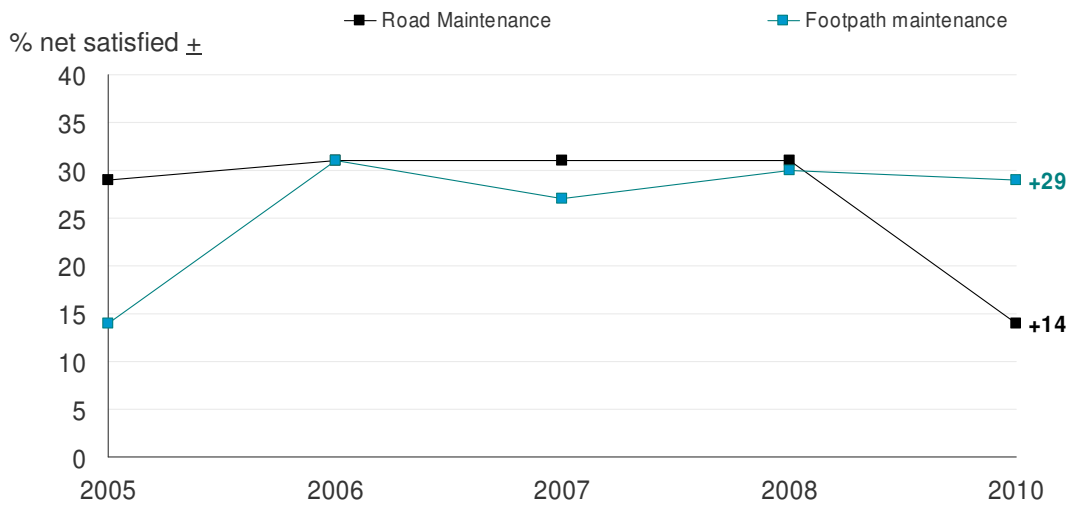
Street lighting continues to improve, satisfaction with footpath maintenance remains stable. However, satisfaction with road maintenance has declined while dissatisfaction has increased. The table below provides a breakdown of results:

	<b>Satisfied (%)</b>		<b>Dissatisfied (%)</b>	
	<b>2008</b>	<b>2010</b>	<b>2008</b>	<b>2010</b>
Road Maintenance	58	51	27	37
Footpath Maintenance	59	59	29	27
Street Lighting	88	92	6	5

68% of residents felt that the standard of footpaths and pedestrian areas in the City Centre was either 'very or fairly good' which is broadly in line with 2008. 84% of respondents agreed that pedestrians can easily get to where they want to go in the city centre a slight improvement on 2008 when 82% agreed. 56% of respondents agreed that road traffic generally moves freely on roads in the city centre the same percentage was recorded in 2008. The graph below shows net satisfaction with both road and footpath maintenance.

## Street scene satisfaction – roads and footpaths

Q I would like you to tell me how satisfied or dissatisfied you are with the quality of each of these in your local area.



Ipsos MORI Base: c. 1,200 Sunderland residents

Source: Ipsos MORI



### 3.2 Performance

A full overview of performance can be found at appendix 1. The following section contains an overview of performance.

#### Recycling and Street Cleaning

The percentage of household waste arising which have been sent for reuse, recycling, compost or anaerobic digestion has improved when compared to the same period the previous year. From 30.81% to 32.25%, based on current performance the target of 32% will be achieved. The improvement in the recycling rate impacted on the amount of waste that was sent to landfill which also improved when compared to the same period the previous year. From 67.33% to 65.75% against a target of 68%.

The number of kilograms of household waste collected that is not sent for reuse, recycling, composted or treatment by anaerobic digestion also improved when compared to the same period the previous year. From 399.90kgs to 388kgs against a target of 796kgs. Based on current performance it is anticipated that the target will be achieved.

#### Planning

The percentage of minor planning applications dealt with in 8 weeks improved when compared to the same period the previous year. From 95.08% at the end of September 2009 to 97.04% at the end of September 2010, the improvement in performance means that the target of 93.50% will be achieved.

The percentage of major planning applications dealt with in 13 weeks and the percentage of other planning applications dealt with in 8 weeks slightly declined when compared to the same period the previous year. 90% of major applications were dealt with in 13 weeks at the end of September 2009 this has declined to 86.36% at the end of September 2010, despite this the target of 80% is expected to be achieved. 99.12% of other applications were dealt with in 8 weeks at the end of September 2009 and 98.80% were dealt with at the end of September 2010, it is still expected that the target of 98% will be achieved. Despite the slight decline we have once again seen a high level of performance delivered by the Development Control team, with support from other planning sections. This has been achieved in the context of a reduced workforce and a mounting new additional workload arising out of application enquiries yet still producing performance figures that are the highest recorded within Tyne and Wear and place the authority within the top quartile (i.e. top 10 authorities in the country) when measured nationally.

### Transport and Road Safety

The number of people slightly injured in road traffic collisions has improved when compared to the same period the previous year. From 492 to 389 based on current performance the target of 910 will be achieved.

The number of children (aged under 16 years) killed or seriously injured (KSI) in road traffic collisions has declined when compared to the same period the previous year. From 11 to 15 based on current performance the target of 13 will not be achieved. The council continues to work hard to reduce child KSI's through education, promotion, training and the implementation of traffic engineering measures where appropriate. A prioritisation mechanism has been developed which gives priority to sites with a significant accident history and has been used to assist in formulating a programme of future works.

A full breakdown of all performance can be found at appendix 1.

### 3.3 Policy Review Recommendations

The recommendations agreed as part of the committees Policy Reviews will deliver a range of improvement activity. A full overview of progress is attached as appendix 2, the table below provides a summary of the number and percentage of each policy reviews recommendations that have been achieved, are on schedule to be achieved, are not now deliverable, or are not on schedule to be achieved.

Policy Review	Rag Key			
	★ Green (Recommendation achieved)	● Blue (On schedule)	● Amber (Recommendation not deliverable)	▲ Red (Not on schedule)
Traffic Issues	1 (13%)	4 (50%)	3 (37%)	0 (0%)
20mph Zones	2 (29%)	4 (71%)	1 (0%)	0 (0%)
Allotment Provision	5 (45%)	3 (27%)	1 (9%)	2 (18%)

## **2.0 Recommendation**

- 2.1 That the committee considers the continued good progress made by the council and the Sunderland Partnership and those areas requiring further development to ensure that performance is actively managed.

# Appendix 1 Report Key

These columns show the level of performance for the latest reporting period and the same period in the previous year. A question mark means that information is not available

The target is what we want to achieve. A question mark means that a target has not been set

	2008/09 Outturn	2009/10 Outturn	Are we improving	Target	Have we achieved the target	Commentary
The percentage of relevant land and highways that is assessed as having deposits of litter that fall below an acceptable level.	4.00 %	2.00 %	✓	9.00 %	★	
The percentage of relevant land and highways that is assessed as having deposits of detritus that fall below an acceptable level.	5.00 %	5.00 %	→	7.00 %	★	
The percentage of relevant land and highways that is assessed as having levels of graffiti that fall below an acceptable level.	4.00 %	3.00 %	✓	3.00 %	★	

This is a comparison of the latest outturn against the same period the previous year. The symbols mean

- performance has improved
- performance is stable
- performance has declined
- Information is not available











This traffic light is a comparison of performance against the target set for the year

- The target has been achieved
- Performance is within 10% of the target
- The target has not been achieved
- Not applicable due to no target being set

## Recycling & Street Cleanliness

	Sept 2009 Position	Latest Position Sept 2010	Are we improving	Target	Have we achieved the target	Commentary
The percentage of relevant land and highways that is assessed as having deposits of litter that fall below an acceptable level.	2.00 %	2.00 %	➡	8.00 %	★	
The percentage of relevant land and highways that is assessed as having deposits of detritus that fall below an acceptable level.	4.00 %	3.00 %	✔	6.00 %	★	
The percentage of relevant land and highways that is assessed as having levels of graffiti that fall below an acceptable level.	1.00 %	1.00 %	➡	3.00 %	★	
The percentage of relevant land and highways that is assessed as having levels of fly-posting that fall below an acceptable level.	0.00 %	0.00 %	➡	1.00 %	★	
The grade that measures the year on year change in total number of incidents of fly tipping compared with the year on year change in total number of enforcement action (reducing fly tipping incidents and increasing enforcement activity is better performance) Grade 1 is very effective and grade 4 is poor.	1.00	1.00	➡	2.00	★	
The number of kilograms of household waste collected that is not sent for reuse, recycling or is not composted or anaerobic digestion per household.	399.90	388.00	✔	796.00	★	• Data is draft only until confirmed by Wastedataflow.
The percentage of Municipal waste landfilled.	67.33 %	65.75 %	✔	68.00 %	★	• Draft only until confirmed by Wastedataflow
The percentage of household waste arisings which have been sent by the Authority for reuse, recycling, composting or treatment by anaerobic digestion.	30.81 %	32.25 %	✔	32.00 %	★	• Draft only until confirmed by Wastedataflow

## Planning

	Sept 2009 Position	Latest Position Sept 2010	Are we improving	Target	Have we achieved the target	Commentary
The percentage of major planning applications dealt with in 13 weeks	90.00 %	86.36 %		80.00 %		<ul style="list-style-type: none"> <li>Once again we have seen a high level of performance delivered by the Development Control team with support from other planning sections. This has been achieved in the context of a reduced workforce and a mounting new additional workload arising out of application enquiries yet still producing performance figures that are the highest recorded within Tyne and Wear and place the authority within the top quartile (ie top 10 authorities in the country) when measured nationally.</li> </ul>
The percentage of minor planning applications dealt with in 8 weeks	95.08 %	97.04 %		93.50 %		
The percentage of 'other' planning applications dealt with in 8 weeks	99.12 %	98.80 %		98.00 %		<ul style="list-style-type: none"> <li>See above commentary</li> </ul>
The total number of net additional dwellings that are deliverable as a percentage of the planned housing provision (in net additional dwellings).	145.00 %	120.16 %		100.0...		
The percentage of developed land that is vacant or derelict for more than 5 years.	1.06 %	1.09 %		0.91 %		

## Transport & Road Safety





	Sept 2009 Position	Latest Position Sept 2010	Are we improving	Target	Have we achieved the target?	Commentary
The percentage change in number of people killed or seriously injured during the calendar year compared to the previous year. (Figures are based on a 3 year rolling average).	-2.78 %	6.86 %	✓	8.80 %	▲	• The Council continues to work hard to reduce KSI's through education, promotion and the implementation of traffic engineering measures where appropriate. A prioritisation mechanism has been developed which gives priority to sites with a significant accident history and has been used to assist in formulating a programme of future works.
The percentage change in number of children killed or seriously injured during the calendar year compared to the previous year. (Figures are based on a 3 year rolling average).	-2.54 %	-6.70 %	✗	21.00 %	▲	
The number of people slightly injured in road traffic collisions.	557.00	389.00	✓	910.00	★	
The number of children (aged under 16 years) killed or seriously injured (KSI) in road traffic collisions.	14.00	15.00	✗	13.00	▲	
The number of people killed or seriously injured (KSI) in road traffic collisions.	74.00	53.00	✓	93.00	▲	
Congestion - Average journey time per mile (in minutes) during morning peak times.	3.11	3.03	✓	3.25	★	
The percentage of the local authority's A-road and M-road network where maintenance should be considered.	1.00 %	2.00 %	✗	1.00 %	▲	
The percentage of the local authority's B-road and C-road network where maintenance should be considered.	2.00 %	2.00 %	→	2.00 %	★	
The total number of local bus passenger journeys originating in the authority area.	178,165,000.00	180,775,000.00	✓	33,600,000.00	★	
Bus punctuality - Excess waiting time of frequent services (6 or more buses per hour) in number of minutes.	0.65	0.48	✓	0.65	★	
Bus punctuality - the percentage of non-frequent buses (fewer than 6 buses per hour) on time according to scheduled buss departure times	84.00 %	74.70 %	✗	85.00 %	▲	
The average number of days taken to repair a street lighting fault, which is under the control of the local authority.	4.65	5.55	✗	7.00	★	
The average number of days taken to repair a street lighting fault, where response time is under the control of a DNO.	32.31	24.10	✓	35.00	★	



## Accessibility

	Sept 2009 Position	Latest Position Sept 2010	Are we improving	Target	Have we achieved the target?	Commentary
The percentage of households within 20 minutes of closest secondary school (travelling by public transport, walking and cycling)	100.0...	100.0...	➡	100.0...	★	
The percentage of households within 20 minutes of closest primary school	100.0...	100.0...	➡	100.0...	★	
The percentage of households within 30 minutes of closest A&E hospital	87.10 %	87.10 %	➡	88.20 %	●	• The principal area where things have changed seems to be in Fencehouses, which is largely beyond the 30 minute line anyway. The principal influencing factor is changes to bus timetables, which happens very frequently and when the interchange between one bus and another is part of the trip.
The percentage of households within 20 minutes of closest GP surgery	99.70 %	99.70 %	➡	99.80 %	●	
The percentage of households within 40 minutes of specific employment sites - Doxford	87.80 %	87.80 %	➡	86.90 %	★	
The percentage of households within 40 minutes of specific employment sites - Nissan	79.20 %	79.20 %	➡	70.80 %	★	
The percentage of households within 40 minutes of specific employment sites - Pattinson	77.20 %	77.20 %	➡	83.70 %	▲	
The percentage of households within 40 minutes of specific employment sites - City Centre	84.50 %	84.50 %	➡	89.70 %	▲	
The percentage of people of working age living within the catchment area of a location with more than 500 jobs either travelling by public transport and/or walking.	83.79 %	83.79 %	➡	84.00 %	●	
The percentage of children travelling to school by car (including vans and taxis)	22.79 %	31.20 %	✖	12.67 %	▲	
The percentage of children travelling to school by car share	8.20 %	8.20 %	➡	10.38 %	▲	
The percentage of children travelling to school by public transport	14.13 %	3.30 %	✖	15.20 %	▲	
The percentage of children travelling to school by walking	53.07 %	57.00 %	✔	59.03 %	●	
The percentage of children travelling to school by cycling	0.50 %	0.10 %	✖	1.41 %	▲	
The percentage of children travelling to school by 'other' modes of travel	1.31 %	0.10 %	✖	1.31 %	▲	

## Appendix 2 Traffic Issues Policy Review Recommendations - Progress to September 2010

Progress Summary				
				Total
3	4	1		8
Description	Due Date	RAG	Commentary	
To review the waiting restrictions in the Business Park area as a priority and, where appropriate, they be reduced to free up available parking space	01/02/2011		For 1.1, 1.2 and 1.3 the experimental order is currently being made permanent with no amendments.	
A clearway is proposed to ensure the free-flow of traffic along City Way and part of Doxford Park Way;	01/02/2011			
Gaps be included in the proposed waiting restrictions at various locations on Moorside Road and introduced into the existing Prohibition of Waiting on: Monarch Way, Emperor Way, Admiral Way, Victory Way, Glanville Road, Azure Court and Camberwell Way	01/02/2011			
That the restrictions be fully enforced and the situation monitored to ensure that any problems are not exported to other adjacent areas	01/02/2011		Complete	
That the Council work with the City Hospital to investigate the potential of developing additional park and ride schemes in the city and that measures be taken to better advertise the existing service;	not set		On going in parallel with the proposed implementation of a residents parking scheme around the hospital. A key element of the partnership with the hospital on the residents parking scheme is the effective implementation of the hospital's 5 year travel plan.	
That the possibility of constructing a multi story car park on the Hospital site be investigated further;	not set		Not within the Council's powers but it is intended for the Council to engage with the Hospital's management at senior level.	
That the Hospital investigate further the potential relocation of auxiliary facilities in order to help to free up space for additional parking;	not set		Not within the Council's powers but it is intended for the Council to engage with the Hospital's management at senior level.	
In the longer term consideration is given to the possibility and implications of relocating elements of the Hospital to another site within the city.	not set		Not within the Council's powers but it is intended for the Council to engage with the Hospital's management at senior level.	

## 20mph Zones Policy Review Recommendations - Progress to September 2010

Summary Progress				
				Total
1	4	2		7
Description	Owner	Due Date	RAG	Progress
An enabling policy, to signal that 20mph and traffic calming measures are an integral part of its strategic approach to road safety and traffic management, as part... the Local Development Framework, be introduced.	Newell, James	31/12/2010		<ul style="list-style-type: none"> <li>Development Control is ensuring that all new developments are designed to 20mph. LDF work on going</li> </ul>
The criteria as suggested by the Jacobs report for assessing 20mph speed limit zones be adopted and used to identify pilot areas and re-evaluated prior to Citywide rollout	Newell, James	31/07/2010		<ul style="list-style-type: none"> <li>Complete</li> </ul>
Pilot schemes to be introduced in each of the 15 areas identified in the report in order to assess the impact of 20mph zones in Sunderland and to provide an opportunity to refine the delivery process. Costs to be estimated for schemes and programme developed to deliver. Implementation to be funded through the LTP element of the capital programme	Newell, James	31/12/2010		<ul style="list-style-type: none"> <li>It is anticipated that the DfT will announce the Council's LTP allocation for the next financial year and future years just prior to Christmas. An LTP programme can then be developed and will give consideration to the funding of 20MPH pilot schemes as a high priority alongside consideration of other key priorities for the council.</li> </ul>
The development of a Communications Plan for the delivery of the programme of 20mph pilot schemes be explored.	Newell, James	not set		<ul style="list-style-type: none"> <li>Awaiting LTP funding decision for 2011/12 and subsequent years</li> </ul>
Arrangements for monitoring schemes both before and after the implementation of 20mph zones be introduced. Traffic speeds to be measured in pilot areas as programme rolled out. Post implementation monitoring to be undertaken 3 months after scheme completion	Newell, James	not set		<ul style="list-style-type: none"> <li>Awaiting LTP funding decision for 2011/12 and subsequent years</li> </ul>
The potential delivery of 20mph schemes through the development planning process through encouraging developers to build these treatments into development plans be explored	Donaldson, Bob	not set		<ul style="list-style-type: none"> <li>Complete</li> </ul>
Further dialogue is undertaken with Northumbria Safer Roads Initiative (NSRI) to discuss their policies in relation to enforcement of 20mph limits and to explore whether they are receptive to undertaking enforcement action. Meeting to be convened with the NSRI to discuss the 15 pilot schemes and their assistance with enforcement in the areas and potential use on other areas or routes where 20 mph is applied	Newell, James	30/09/2010		<ul style="list-style-type: none"> <li>The government has announced that it will no longer give a direct grant for the partnership after March 2011 and all future funding will have to be predominately through RSG. The partners are therefore reviewing the future operation and funding of the partnership. NSRI is therefore unable at this time to commit to enforcing 20 mph speed limits. It hopes to review the situation once the funding situation is clearer</li> </ul>

## Allotment Provision Policy Review Recommendations - Progress to September 2010

Summary Progress				
				Total
1	3	7		11
Recommendation & Action	Owner	Due Date	RAG	Progress
Officers will contact those on the waiting lists with a view to confirming their continued interest.	Coburn, Ian	31/10/2010		<ul style="list-style-type: none"> <li>Letters were sent to applicants that have been on the waiting list longer than 5 years asking if they still wanted to be on the list. The waiting lists were amended following feedback from applicants. A copy of the letter is attached.</li> </ul>
Officers will contact other Local Authorities, partners in APSE, Allotments Regeneration Initiative and others to investigate the viability of a points system	Coburn, Ian	30/09/2010		<ul style="list-style-type: none"> <li>Contacted other local authorities through APSE (Association of Public Service Excellence) and ARI (Allotment Regeneration Initiative). All confirmed that a points system is not used as ARI confirmed that the conventional method is "first come, first served" which is based on fairness and equality for all.</li> </ul>
Officers will continue to encourage allotment societies/associations to take on self managed and leased agreements. Officers will involve partners and allotment organisations in promoting, this issue. Meeting/workshop will be arranged to progress this issue	Coburn, Ian	31/12/2010		<ul style="list-style-type: none"> <li>David Gustard and David McGregor from Land and Property attended the Allotment Secretaries Meeting at Parsons Office on Wednesday 20 October 2010 to give a presentation about Self Management and Leased Allotment Sites. Those present were requested to contact Land and Property Section if they wished to take on self managed or lease arrangements. As of Friday 19 November 2010 no sites have expressed an interest in these options. The Allotment Officer will continue to encourage Site Secretaries to consider these options.</li> </ul>
Officers will investigate charges made by other Local Authorities with a view to increasing charges in line with those Authorities. A report recommending increases will be submitted to DLT for consideration and built into the budget cycle for 2011/12	Coburn, Ian	30/09/2010		<ul style="list-style-type: none"> <li>Other Local Authorities have been contacted and Sunderland's allotment charges are lower based on 250 sq metre allotment plot. See attached table. A 5% increase has been agreed for 2011/2012. See attached information on the revised charges for Sunderland.</li> </ul>
Officers will explore with Financial function the viability of utilising possible increases in allotment rental income for improvement works within the service	Coburn, Ian	31/12/2010		<ul style="list-style-type: none"> <li>Financial function has confirmed that it will be possible to ring fence allotment rents to be used for improvement works for the existing allotment sites. The Executive Director of City Services will need to authorise this change.</li> </ul>
Officers will liaise with Area Co-ordination Team with a view to seeking Area Committee support in funding improvements where they deem action is needed and affordable	Coburn, Ian	31/03/2011		<ul style="list-style-type: none"> <li>A pilot project has been agreed with the North Area Committee which involves 3 sites. One site is land at the former Downhill Primary School and it is intended to create 10 new allotment plots. The second site is the Summerbell allotments at Marley Pots which has 8 plots which are unlettable and the project will clear the plots and bring them back into use. 2 will be used as community allotments and 6 will be allocated to people on the allotment waiting list. The third site is Shields Road Allotments which has 4 derelict plots which will be cleared and brought back into use. 2 will be used as community allotments and 2 plots will be allocated to people on the allotment waiting list.</li> </ul>
Establish with the Planning, Legal and Financial functions whether this approach is practicable under the Council's constitutional and policy framework	Coburn, Ian	31/10/2010		<ul style="list-style-type: none"> <li>This issue has been comprehensively investigated with the Director of Financial Resources, Head of Planning and Environment and senior legal officers. It is not considered practicable due to the law relating to allotments and the Council's own financial regulations. Section 8 Small Holdings Act 1926 states "Where a local authority has purchased or appropriated land for use as allotments, the local authority shall not sell appropriate, use or dispose of the land for any purpose other than use for allotments without the consent of (the Secretary of State). Section 23 of the Small Holdings and Allotment Act 1908 imposes a duty upon an allotments authority to meet the demand for allotments within its area. As demand for allotments is high it is questionable that a robust case for selling off sites could be made. Applying for consent would also incur costs. If plots could be sold off, then their value would not be ringfenced to the service. Planning policy protecting greenspace would have to be satisfied. Any proposal to develop an allotment for other uses would need to be justified on the basis of (1) proposals for a suitable replacement site (2) the number of names on the waiting list in the wider area served by the existing site and for the site itself, (3) detailed proposals for any displaced allotment holders.</li> </ul>
Officers to produce plans of all sites identifying each allotment plot	Coburn, Ian	30/09/2010		<ul style="list-style-type: none"> <li>Plans have been produced for all allotment sites within the City. An example plan is attached.</li> </ul>

Recommendation & Action	Owner	Due Date	RAG	Progress
Identify sites that we are unable to let owing to derelict condition	Coburn, Ian	30/09/2010	★	<ul style="list-style-type: none"> <li>Unlettable plots have been identified. A list of unlettable plots is attached showing costs to bring back into use. Total cost £164,500.00</li> </ul>
Establish the cost of works required to bring plots to that are capable of improvement to a lettable state and a consistent standard. To include provision of perimeter fencing, internal paths, roadways and a water supply	Coburn, Ian	31/01/2011	⚠	<ul style="list-style-type: none"> <li>The cost of this work is has been established at c.£165K which can not be accommodated within the existing budget. Officers will work with Area Committees with a view to seeking Area Committee support in funding improvements where they deem action is needed and affordable, learning from the model currently underway with North Area.</li> </ul>
A new Allotment Strategy will be produced following consultation with all interested parties and relevant organisations and will also consider the foregoing actions	Coburn, Ian	31/03/2011	●	<ul style="list-style-type: none"> <li>A new Allotment Strategy will be produced in due course by the relevant Officer following the new staffing arrangements in the Street Scene Restructure.</li> </ul>

Name  
Company  
Address line 1  
Address line 2  
Address Line 3  
Postcode

Date: 28 JUNE 2010  
Our ref: DR/IAC/EW  
Your ref:

**This matter is being dealt with by:**

E Wilson, Allotment Officer, 0191 5613952, [ethel.wilson@sunderland.gov.uk](mailto:ethel.wilson@sunderland.gov.uk)

Dear

**REVIEW OF ALLOTMENT WAITING LISTS**

My Department is currently reviewing the number of people on the waiting lists for allotments.

My records show that you have been on the waiting list for more than five years.

I would be obliged if you could complete the pro forma below and return to **City Services, Parsons Road, Parsons Industrial Estate, Washington NE37 1EZ**. You can also contact us by e mail [ethel.wilson@sunderland.gov.uk](mailto:ethel.wilson@sunderland.gov.uk) or telephone Ethel Wilson on 5613952 or Fax 0191 2193959.

**If I do not hear from you within 28 days of the date of this letter, your name will be removed from the waiting list.**

Yours sincerely

Les Clark  
Head of Street Scene

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\*I wish to stay on the allotment site waiting list

\*I no longer require an allotment and request that my name is removed from the allotment waiting list.

\*Please tick appropriate box

**NAME:-**

**ADDRESS:-**

**SITES APPLIED FOR:**

TENANTS ON THE WAITING LIST PRIOR TO 2005

**COMPARABLE RENTS WITH NEIGHBOURING AUTHORITIES**

<b>AUTHORITY</b>	<b>RENT BASED ON 250 SQUARE METRES</b>
<b>DURHAM COUNTY COUNCIL</b>	<b>£42.00</b>
<b>HARTLEPOOL BOROUGH COUNCIL</b>	<b>£47.00</b>
<b>MIDDLESBROUGH COUNCIL</b>	<b>£43.00</b>
<b>NEWCASTLE CITY COUNCIL</b>	<b>£30.00</b>
<b>NORTH TYNESIDE COUNCIL</b>	<b>£79.00</b>
<b>SUNDERLAND CITY COUNCIL</b>	<b>£30.18</b>
<b>SOUTH TYNESIDE COUNCIL</b>	<b>£84.55</b>

**19 NOVEMBER 2010**

<b>ALLOTMENT CHARGES</b>						
<b>Revised Fees and Charges 2011</b>						
<b>TIER</b>	<b>PLOT SIZE</b>	<b>CHARGES AS FROM</b>	<b>CHARGES AS FROM</b>	<b>INCREASE</b>	<b>INCREASE</b>	<b>NOTES</b>
<b>CATEGORY</b>		<b>1 APRIL 2010</b>	<b>1 JANUARY 2011</b>	<b>£</b>	<b>%</b>	
1	<b>0 – 105</b> <b>SQUARE METRES</b> 0 – 125 Square yards	<b>£10.00</b>	<b>£10.50</b>	<b>£0.50</b>	<b>5.00%</b>	
2	<b>106 - 150</b> <b>SQUARE METRES</b> 126 – 175 Square yards	<b>£15.07</b>	<b>£15.82</b>	<b>£0.75</b>	<b>4.98%</b>	
3	<b>151 - 190</b> <b>SQUARE METRES</b> 176 – 225 Square yards	<b>£20.08</b>	<b>£21.08</b>	<b>£1.00</b>	<b>4.98%</b>	
4	<b>191 - 230</b> <b>SQUARE METRES</b> 226 – 275 Square yards	<b>£25.18</b>	<b>£26.44</b>	<b>£1.26</b>	<b>5.00%</b>	
5	<b>231 – 270</b> <b>SQUARE METRES</b> 276 – 325 Square yards	<b>£30.18</b>	<b>£31.69</b>	<b>£1.51</b>	<b>5.00%</b>	
6	<b>271</b> <b>SQUARE METRES &amp; ABOVE</b> 326 square yards & above	<b>£35.19</b>	<b>£36.95</b>	<b>£1.76</b>	<b>5.00%</b>	

NOTES:





North House

86.30m

Cricket Row

A1 (M)

FB

A1 (M)

Ayton Gardens

STONECHAT CLOSE

WHITE THROAT DRIVE

WHITE THROAT

GOLDCREST ROAD

GLENHOLME

Cherry Tree

Car Park

Shelter

Community

Car Park

REDWING CLOSE

Posts

GREENFINCH CLOSE

BURNIN

DUNNOCK DRIVE

Playground

Playground

Service Area

Service Area

Sloping

Sloping masonry

Sloping masonry

Police Station

Gardens

Car Park

Car

REDSHANK CLOSE

MARTIN COURT

SANDPIPER CLOSE

VASEY CLOSE

## SITES WITH UNLETTABLE PLOTS

<b>SITE</b>	<b>NUMBER OF UNLETTABLE PLOTS</b>	<b>ESTIMATED COST TO BRING BACK INTO USE</b>
<b>BRITANNIA TERRACE, FENCE HOUSES</b>	<b>7</b>	<b>£24,500.00</b>
<b>GRAVEL WALKS, HOUGHTON LE SPRING</b>	<b>3</b>	<b>£10,500.00</b>
<b>HUTTON STREET, HETTON LE HOLE</b>	<b>8</b>	<b>£28,000.00</b>
<b>SEAHAM ROAD, HOUGHTON LE SPRING</b>	<b>11</b>	<b>£38,500.00</b>
<b>SUMMERBELL, MARLEY POTS</b>	<b>18</b>	<b>£63,000.00</b>
	<b>GRAND TOTAL</b>	<b>£164,500.00</b>

**N.B. COST OF £3,500.00 per plot which is based on other similar plot clearances.**

NUMBER OF UNLETTABLE PLOTS

# ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

13 DECEMBER 2010

## FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 DECEMBER 2010 – 31 MARCH 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 December 2010 – 31 March 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 December 2010 – 31 March 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, Flood Risk, Highways Services and Street Scene, Waste and Recycling, 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 December 2010 – 31 March 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  
for the period  
01/Dec/2010 to  
31/Mar/2011**



**E Waugh,  
Head of Law and Governance,  
Sunderland City Council.**

**12 November 2010**

## Forward Plan: Key Decisions from - 01/Dec/2010 to 31/Mar/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	01/Dec/2010	Local residents, stakeholders, service providers, community reference group, Members	Meetings, briefings, letters, email, public exhibition, <a href="http://sunderland.gov.uk">sunderland.gov.uk</a>	Via Contact Officer by 20 November 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
01412	To approve the procurement of specialist vehicles to be used in the waste and cleaning service.	Cabinet	01/Dec/2010	Corporate Procurement; Director of Financial Services; Chief Solicitor; Member with Portfolio for Attractive and Inclusive City	Report; Briefings	Via Contact Officer by 19 November 2010 - Environment and Attractive City	Report	Les Clark	5614540
01458	To approve a response to the consultation on the Tyne and Wear Local Transport Plan 2011-2021.	Cabinet	12/Jan/2011	Elected Members; General Public; People who have an interest in Transport;	Briefings; E-mails; Web Events	To contact Officer by 20 December 2010 - Environment and Attractive City	Report; Tyne and Wear Local Transport Plan 2011-2012 draft response to consultation.	Bob Donaldson	5611517

## Forward Plan: Key Decisions from - 01/Dec/2010 to 31/Mar/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
01403	To consider the outcome of Public Consultation (March - June 2010) in relation to the Accessible Bus Network Design Project	Cabinet	12/Jan/2011	Portfolio Holder for Attractive and Inclusive City; Nexus; Chief Solicitor; Director of Financial Resources	Briefings; Meetings; e-mails	Via the contact officer by 19 November 2010 - Environmental and Attractive City Scrutiny Committee	Cabinet Report	Bob Donaldson	56115 17

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

**13 DECEMBER  
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 15 November 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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**Contact Officer:** Sarah Abernethy, Acting Assistant Scrutiny Officer  
0191 561 1230, [Sarah.Abernethy@sunderland.gov.uk](mailto:Sarah.Abernethy@sunderland.gov.uk)

**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 17.01.11</b>	<b>FEBRUARY 14.02.11</b>	<b>MARCH 14.03.11</b>	<b>APRIL 11.04.11</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)	Policy Review Progress Report (HL)  Economic Masterplan (Vince Taylor)	Policy Review Progress Report (HL)  Partnership Approach to Sunderland 'the Place' (Sam Palombella, Chair of the Attractive and Inclusive Thematic Partnership)  Policy Review Costs (HL)	Policy Review Progress Report (HL)  Reputation and Influencing Programme (Deborah Lewin)  Evidence from the Media (Rob Lawson, Sunderland Echo)	Policy Review Progress Report (HL)	Policy Review: Draft Final Report (HL)	Policy Review: Final Report (HL)
<b>Performance</b>			Performance Q1 (Mike Lowe)			Performance Q2/ Policy Review Progress (Mike Lowe/HL)		LAA Delivery Plans		Performance Q3/ Policy Review Progress (Mike Lowe/HL)
<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)	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)  Ryhope Village Conservation Area Character Appraisal and Management Strategy (Mark Taylor)  Work Programme (SA)  Forward Plan (SA)	Work Programme (SA)  Forward Plan (SA)	Local Development Framework – Annual Update (Neil Cole)  Work Programme (SA)  Forward Plan (SA)	Waste Management (Peter High)  Public Conveniences (Les Clark)  Work Programme (SA)  Forward Plan (SA)	Work Programme (SA)  Forward Plan (SA)	Street Lighting Annual Update (Graham Carr/Aurora)  Work Programme (SA)  Forward Plan (SA)

Forward Plan (SA)

CCFA/Members  
Items/Petitions