

**At a meeting of the PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE held in the CIVIC CENTRE on WEDNESDAY 17<sup>TH</sup> NOVEMBER, 2010 at 5.30 p.m.**

**Present:-**

Councillor Mordey in the Chair

Councillors Bell, Cuthbert, D. Forbes, P. Gibson, Howe, J.B. Scott, Snowdon and T. Wright.

**Also Present:-**

Councillor D. Tate – Chairman of the Management Scrutiny Committee.

**Apologies for Absence**

Apologies for absence were submitted to the meeting on behalf of Councillors Old and A. Wright.

**Declarations of Interest**

There were no declarations of interest made.

**Minutes of the Last Meeting of the Committee held on 20<sup>th</sup> October, 2010**

1. RESOLVED that the minutes of the last meeting of the Committee held on 20<sup>th</sup> October, 2010 be confirmed and signed as a correct record, subject to the reference to Councillor A. Wright in paragraph 5, page 2 with regard to Herrington Country Park be amended to read Councillor T. Wright.

**Low Carbon Industry (Software) – Policy Review**

The Chairman welcomed and introduced Tom Hurst, Chief Investment Officer, who was present to provide Members with a presentation as evidence for their Policy Review of the Low Carbon Economy.

(For copy presentation – see original minutes).

Mr. Hurst provided Members with a presentation on the development of Sunderland as a Software City. The aim of the initiative was to establish Sunderland as the hub of a regional centre for software excellence.

There would be four delivery streams (Enterprise, Innovation, Education and Infrastructure) provided via four delivery partners (Sunderland City Council, University of Sunderland, the Business and Innovation Centre and Codeworks Connect).

The initiative would provide assistance to start-up businesses, existing indigenous businesses in the City and large businesses looking to invest in Sunderland by providing:-

- guidance and access to finance;
- technical skills and support;
- business skills and support;
- assistance in accessing markets; and
- the appropriate infrastructure.

The initiative would look to assist the City in providing a home grown software workforce. Learners would be targeted, both pre 14s within primary and secondary schools together with further education and higher education students and graduates.

In addition, learners accessing continuous professional development opportunities would be targeted, including individuals working in both technical and non-technical roles in the software industry. The influencers of learners such as teachers and lecturers would also be targeted.

As well as education and training the offer to learners would include knowledge of the software sector, opportunities for career development and access to facilities.

The physical locations of the Software City would include:-

- the e-volve Business Centre;
- the Software Hatchery at the University of Sunderland;
- the Jupiter Centre at the North East Business and Innovation Centre;
- St. Peter's Gate at the University of Sunderland;
- the Sunderland Software Centre to be constructed at Tavistock Place.

With regard to progress made, Mr. Hurst provided Members with the following statistics:-

New Software Businesses Created	:	35
Software Professional Jobs Created	:	100
Software Business Assisted	:	117
New Business Collaborations	:	135
Individuals Assisted with Skills	:	1,336
Research and Innovation Funding Secured	:	£794,000

Companies taking part in the Software City initiative included Leighton, Artingence, Guroo, On:trac and One point.

In conclusion, Mr. Hurst advised that software was a targeted sector in Sunderland's Economic Masterplan as a key component of Aim 2: 'A National Hub of the Low Carbon Economy'.

In response to an enquiry from Councillor T. Wright, Mr. Hurst advised that you couldn't attract the type of businesses noted above without the type of connectivity and infrastructure established at places like e-volve. The Contractor had been Telstra as British Telecom had declined to tender. BT were currently rolling out superfast broadband into the Coalfield area.

Councillor Howe referred to an article in the Daily Telegraph about 50,000 trained software operatives from India and cautioned that jobs created through the Software City initiative could be taken by these highly trained migrants rather than home grown people. Mr. Hurst replied that he believed the bigger threat would be jobs being lost to the Indian sub continent.

Councillor Cuthbert contended that given his first hand experience gained working in the sector, the scenario painted by Councillor Howe was not unrealistic. He had seen examples whereby companies had 'offshored' the majority of their IT jobs while maintaining only a minimal 'onshore' presence. Mr. Hurst replied that the Leighton Group and the Sage Group had not outsourced its jobs. It had created skilled development opportunities and it was these kinds of jobs that the Software City initiative was trying to create.

In response to a further enquiry from Councillor Cuthbert, Mr. Hurst stated that the cost to the City of creating the 150 jobs to date via Software City had been nil. The funding had been sourced from Central Government and One North East. He reminded Members that in the early stages of the Nissan development the majority of component businesses had been based outside of Sunderland, however, as training and skills development had grown so had the opportunities for locally based firms. Now the majority of component companies supporting Nissan were locally based.

Councillor Cuthbert asked what guarantees could be given to maintain funding streams once One North East ceased to be or if the Government withdrew its funding. Mr. Hurst advised that no guarantees could be given in this regard. Should external funding be severed the decision would be left with Members as to of where their spending priorities lay for the Council as a whole.

Councillor Cuthbert stated that he did not wish his comments to be taken negatively, he had just been trying to offer a note of caution.

Councillor T. Wright stated that the way to ensure jobs were retained in the City was to provide people with the appropriate skills and knowledge through education and training.

In response to a question from the Chair as to possible next steps for the policy review, Mr. Hurst suggested that the Committee may wish to hold one of its future meetings at the e-volve Business Centre which would allow Members to talk directly to some of the Software City businesses located there.

The Chairman having thanked Mr. Hurst for his presentation it was:-

2. RESOLVED that:-
  - i) the presentation be received and noted; and
  - ii) investigations be made into the possibility of holding one of the Committee's future meetings at the e-volve Business Centre.

### **Low Carbon Place Task and Finish Group Work Programme 2010-11**

Jim Diamond, Scrutiny Officer, presented a report of the Chief Executive (copy circulated) which provided Members with the current Work Programme for the Committee's Low Carbon Place Task and Finish Group for the 2010-11 Council Year.

(For copy report – see original minutes).

The Chairman referred to the visits to Portland School, Washington School, Eppleton Wind Farm and Richard Avenue School and advised that these had been arranged for Wednesday, 24<sup>th</sup> November, 2010. Any members wishing to take part in the visit should contact Mr. Diamond directly.

3. RESOLVED that the Low Carbon Place Task and Finish Group Work Programme for 2010-2011 be received and noted.

### **Regional Update**

Vince Taylor, Head of Strategic Economic Development, presented a report (copy circulated) to update Members on significant national and regional developments impacting upon the economic prosperity of the City.

(For copy report – see original minutes).

The Chairman referred to proposals from the 7 regional local authorities (the 5 Tyne and Wear authorities together with Durham and Northumberland) to form a Local Enterprise Partnership (LEP). He asked who would lead on the submission to Central Government. Mr. Taylor advised that the current Chairman of the Chief Executives Group was Dave Smith, Sunderland's Chief Executive and that the Tyne and Wear City Region Team was also based in Sunderland.

In response to a further enquiry from Councillor Mordey regarding governance arrangements for the LEP, Mr. Taylor advised that it was possible for different

models to be applied in different areas. He believed that it had to be a single Board comprising the 7 leaders from the 7 local authorities, 7 business partners together with a Chairman from the business sector.

Councillor P. Gibson expressed his astonishment that the LEPs would effectively be run by the private sector, controlling huge financial schemes without having to contribute any funding itself.

Councillor Cuthbert stated that he hoped the cost of the LEP would be significantly less than the cost of quangos generally. He was disappointed that the previous LEP proposals had been turned down and feared that the single LEP of the 7 local authorities would lead to internal competition with Newcastle reaping the majority of any benefits.

Councillor Cuthbert suggested that as the Vaux site was currently in Tesco's ownership, the company should be encouraged to develop the site for business rather than retail. Mr. Taylor advised that the purchase by One North East of the Vaux site was still going ahead and that he understood that Tesco were not interested in pursuing non retail business.

In response to an enquiry from Councillor T. Wright, Mr. Taylor advised that the Regional Growth Fund could be subject to bids from any local authority. It was an open process and there would be no bar on the more prosperous authorities in the South East from applying. The Government had indicated, however, that the focus of the Regional Growth Fund would be on transitional areas.

With regard to funding of the LEP, the Chairman asked that once the picture was clarified Mr. Taylor submit an updated report on the matter. Councillor Cuthbert also requested that once the proposals for the LEP had been submitted to the Government that a copy was circulated to each Member of the Committee.

The Chairman having thanked Mr. Taylor for his attendance, it was:-

4. RESOLVED that:-
  - i) the report be received and noted;
  - ii) a further update report be submitted once the funding position in respect of the LEP had been clarified; and
  - iii) a copy of the proposals to establish the LEP be circulated to each Member of the Committee once it had been submitted to the Government for consideration.

### **Forward Plan – Key Decisions for the Period 1<sup>st</sup> November, 2010 – 28<sup>th</sup> 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<sup>st</sup> November, 2010 – 28<sup>th</sup> February, 2011 relating to the Prosperity and Economic Development Scrutiny Committee.

(For copy report – see original minutes).

5. RESOLVED that the report be received and noted.

### **Work Programme 2010-11**

The Chief Executive submitted a report (copy circulated) which attached for Members' information the Committee's current programme of work for the 2010-11 Council year.

(For copy report – see original minutes).

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

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

(Signed) M. MORDEY,  
Chairman.

**LOW CARBON ECONOMY - POLICY  
REVIEW 2010/11: OFFSHORE WIND**

**REPORT OF THE DEPUTY CHIEF EXECUTIVE**

**STRATEGIC PRIORITIES: SP: 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 The purpose of the report is to receive a presentation from Matthew Hunt, Port Director of the Port of Sunderland on the development of the off shore sector of the low carbon economy in Sunderland.

**2. Background**

- 2.1 On 18 June 2009, the Committee agreed to undertake a policy review into the development of a Low Carbon Economy in Sunderland.
- 2.2 At its meeting on 14 July, the Committee agreed the following terms of reference:-
- (a) To gain an understanding of what we mean by the term 'low carbon economy';
  - (b) To consider the difference between the concepts of low carbon *business* and a low carbon *place*;
  - (b) To investigate the land and infrastructure requirements of a low carbon city;
  - (c) To consider the potential skills requirements of a low carbon economy and the measures that can be taken to ensure that the City's working population are equipped to meet the demand;
  - (e) To consider the role of the Council in providing community leadership and championing the low carbon economy;
  - (f) To consider how best to market the City in order to attract new low carbon industries and consider the promotion of flagship schemes;

(g) To consider how best to involve individuals in making low carbon choices, for example, through energy conservation or generation measures;

(h) To look at the action being taken by the City as a whole (businesses and residents) and the work being done to encourage businesses and residents to sign up to the low carbon agenda;

(i) To consider the role of the FE / HE sector in providing research into the development of low carbon industries and meeting the likely skills demands. How can we make courses more attractive to young people and ensure that their skills are transferable?

(j) To map those low carbon businesses already in the city to provide a benchmark for moving forward;

(k) To look at the work being done in schools and other Council buildings to reduce carbon emissions.

2.3 As part of the review, Matthew Hunt, Port Director at the Port of Sunderland has been invited to the meeting to discuss the potential of the offshore wind sector as part of the low carbon economy. This will cover the following themes:-

### **Renewable Offshore Wind Energy**

- Background
- The Market Opportunity
- Market Assessment for the Port of Sunderland
- Market Development & Progress to Date
- Required Port Infrastructure

### **Business Planning**

- New Governance Arrangements
- Current Port Trade
- Summary of Port Facilities
- Market Development & Progress to Date

## **3. Recommendations**

3.1 That the information provided and the comments of members be included as part of the Committees policy review.

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# **PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE**

15<sup>th</sup> DECEMBER 2010

## **LOW CARBON PLACE TASK AND FINISH GROUP, WORK PROGRAMME 2010-11**

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

#### **1. Purpose of the report**

- 1.1 The report attaches, for Members' information, the current work programme for the Low Carbon Place task and finish group during the 2010-11 Council year.

#### **2. Background**

- 2.1 At the Committees meeting on the 22<sup>nd</sup> September 2010, it was agreed that a core task and finish group would be established to investigate the Low Carbon Place aspect of the Policy Review.
- 2.2 Councillors Bell, Cuthbert, P Gibson, Mordey, Snowdon and A Wright were nominated to serve on the group. It was agreed that a work programme would be developed and included on the main Committee agenda. All Members of the Committee are able to attend any evidence gathering sessions of interest.

#### **3. Progress update**

- 3.1 Members attended a visit on 24<sup>th</sup> November 2010 to Portland College, Washington School and Richard Avenue Primary School to explore good practice in schools as well as opportunities that schools may have for future development.
- 3.2 Members also visited a wind farm at Great Eppleton on the 24<sup>th</sup> November and met with the landowner and the Operations Manager from E.on. There are four turbines at the farm, all of which were generating at full capacity by the end of March 2010 and Great Eppleton is now an 8.2MW wind farm which will displace the emissions of around 10,000 tonnes of CO<sub>2</sub> each year and produce enough energy to meet the needs of around 5,000 homes.
- 3.3 The work programme is included as Appendix A of this report.

3.4 This is a flexible document and can be added to or amended throughout the course of the year. The views of members are sought on contents of the programme.

#### **4. Conclusion**

4.1 The work programme developed from the meeting will form a flexible mechanism for managing the work of the task and finish group 2010-11.

#### **5 Recommendation**

5.1 That Members note the information contained in the work programme and consider any additions to the work programme.

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LOW CARBON PLACE TASK AND FINISH GROUP COMMITTEE WORK PROGRAMME 2010-11

	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
<b>Meetings</b>	<p><b>20<sup>th</sup> October 2010</b> 3pm-4pm</p> <p>Low Carbon Homes- the Challenges and Opportunities of retrofit- Catherine Pope</p> <p>Future work of Task and Finish Group</p>			<p>Gentoo Energy Manager</p> <p>Council Buildings- Progress and future opportunities (AA)</p> <p>Update on low carbon homes and mapping (CP)</p>	Task and Finish Group with relevant council officers.
<b>Visits</b>		<p>Visit to schools: Portland School Washington School Richard Avenue Primary School</p>	<p>Visit to retrofit scheme in North Tyneside and site in Sunderland.</p>	<p>NAREC- National Renewable Energy Centre</p> <p>Visit to University</p>	Visit to low carbon business.
<b>Feedback to main Committee</b>	Update report	Update report	Update report	Update report	Findings of the group.

# Prosperity & Economic Development Scrutiny Committee

15 December 2010

## Performance Report Quarter 2 (April – September 2010)

### Report of the Chief Executive

#### 1.0 Purpose of the report

The purpose of this report is to provide Prosperity & Economic Development 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 Economic Challenges Policy Review and Working Neighbourhood Strategy 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 Economic Challenges Policy Review and Working Neighbourhood Strategy Policy Review is included as **Appendix 1**.

2.4 **Appendix 2** 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 following chart shows that most residents speak well of Sunderland City Centre. Over three in five think it is good, compared with one in five who rate it poorly. Frequent visitors tend to be more positive; two-thirds of those who come at least once a month (67%) say they the City Centre is good overall.

Looking at individual aspects of the City Centre, satisfaction is highest with footpaths and pedestrian areas, things to do in the evening and signposting – about two in three people say these are good. Three in five also say this about the general cleanliness of the City Centre, its leisure and entertainment facilities and the shopping facilities.

Opinion is much more divided on new buildings and developments, with only two in five people rating these as good and one in five considering them poor. Similarly, only three in ten give future plans for the City Centre a favourable rating, compared with one in five who rate these negatively.

## Attitudes to Sunderland City Centre

Q Thinking about Sunderland City Centre, how would you describe the following?



Ipsos MORI Base: 1,215 Sunderland residents aged 16+; interviewed 21 May – 25 July 2010

Source: Ipsos MORI 

'Net' attitudes to most aspects of the City Centre have either improved or remained steady over the last six years. In particular, scores have improved considerably for

the standard of cleanliness, with its 'net' good rating increasing from +27 in 2006 to +44 this year.<sup>1</sup>

However, ratings for some other aspects are declining. This is particularly so for shopping facilities, a vital element of any urban centre. 'Net' good ratings have fallen from +56 down to +35. 'Net' ratings also continue to fall both for new buildings and developments and for future regeneration plans.

Young people aged 16-24 speak particularly well of the City Centre. For example, they are much more likely than residents aged 65+ to rate as 'good' the City Centre overall (81% compared with 53%) and shopping facilities (81% compared with 48%).

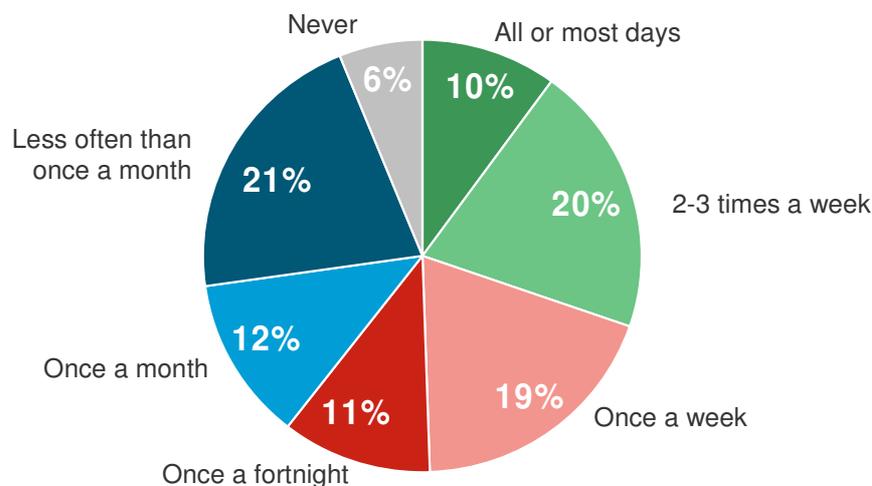
On the other hand, affluent residents are more critical. People in social grades A and B are more likely than the City norm to rate the shopping facilities as poor (38% compared with 25% overall), as well as future plans for regeneration (26% compared with 19%) and the City Centre overall (33% compared with 20%). Owner-occupiers are also more negative than others, which may be because they are more likely to be in grades A and B. For instance, three in ten (30%) say shopping facilities are poor, considerably more than among either social tenants (19%) or private sector renters (14%).

Attitudes also vary geographically, Coalfield residents being more satisfied with the City Centre than the Sunderland average (69% compared with 63%). Conversely, people are more critical in North and East Sunderland. For example, dissatisfaction with shopping facilities is greater in these areas than the City norm (33% in the North and 34% in the East compared with 25% overall).

More residents are frequent visitors to the City Centre, with 73% saying they go there at least once a month.

## Visiting the City Centre

Q Now thinking about the Sunderland City Centre, can you tell me approximately how often you visit it?



Ipsos MORI Base: 1,215 Sunderland residents aged 16+; interviewed 21 May – 25 July 2010

Source: Ipsos MORI



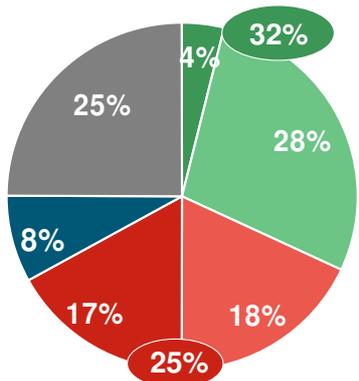
Three in ten residents (31%) agree that the Council’s International Strategy is working, down from over a third (37%) in 2008. Residents were asked two new questions asking how well the strategy has created economic opportunities and increased local awareness of other cultures. They generally consider it to be more of a cultural than a business success. Two fifths (42%) say it has successfully raised local awareness of other cultures, compared with only a third (32%) who say it has created fresh job and business opportunities. Only one in seven (15%) think it has been unsuccessful at widening knowledge of other cultures, compared with one in four (25%) who say it has failed to create economic opportunity. In both cases, many people have no opinion either way or don’t know.

## The Council’s international strategy

Q How successful or unsuccessful do think the Council and its partners have been in... ?

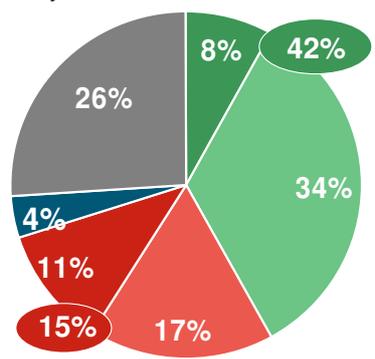
- % Very successful
- % Fairly successful
- % Neither / nor
- % Not very successful
- % Not at all successful
- % Don't know

*... creating jobs and business opportunities by raising the city’s profile in other countries*



Ipsos MORI Base: Half of split sample in main survey (602)

*... increasing awareness of other cultures among people in this city through activities in schools as well as city events and initiatives*



Source: Ipsos MORI

More residents are frequent visitors to the City Centre, with 73% saying they go there at least once a month.

### 3.2 Performance

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

The percentage of working age population who are claiming out of work benefits has improved from 19.4% to 18.6%, based on current performance it is anticipated that the target of 19% will be achieved.

The percentage of the working population (16-59 for females and 16-64 for males) who are in employment has declined from 70.50% to 65.90%.

The rate of VAT business registrations per 10,000 resident population aged 16 and above declined from 33.20 per 10,000 population to 27.10 per 10,000 population based on this it is not anticipated that the target of 37.5 will be achieved.

However, the number of business starts in Sunderland as measured by new current business accounts opened at the major banks has risen by over 30% from the third quarter of 2008 to the third quarter of 2010 (from 353 to 460). More individuals are setting up in business, though given the current economic climate, fewer are crossing the VAT threshold.

### 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)
Economic Challenges	6 (100%)	0	0	0
Working Neighbourhood Strategy	2(%)	6(%)	1(%)	0

### 3.0 Recommendation

- 3.1 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

### Working Neighbourhood Strategy Policy Review Recommendations - Progress to September 2010

Summary Progress				
				Total
0	1	6	2	9
Recommendation & Action	Owner	Due Date	RAG	Progress
The Working Neighbourhood Strategy is currently being reviewed and will be replaced by the end of March 2011. The revised strategy will provide an Employment Strategy for the city which will provide a framework for delivering proactive rather than reactive economic interventions that directly contribute to improving access to opportunity for those most disadvantaged and reducing worklessness. The review process is made up of some key components which include a worklessness assessment and analysis of performance data which identifies not only how we are currently performing but also the changing face of worklessness in the city (including the current economic climate), a review of Enterprise and Employment strands of the programme and Project evaluation of all projects currently funded through WNF.	Patterson, Allison	01/02/2011		<ul style="list-style-type: none"> <li>The Employment Strategy is in the progress of being produced and is due to go to the Employment Leadership Board (ELB) for approval in January 10. This follows a series of consultation.</li> </ul>
The existing strategy is based on such evidence, but this will be reviewed. Part of the above review work will include a Worklessness Assessment along with an evaluation of all projects currently funded through WNF. The outcome will inform the Employment Strategy and as such the framework for allocation any future resources	Patterson, Allison	01/02/2011		<ul style="list-style-type: none"> <li>The Worklessness Assessment has been completed and Phase 1 of the WNF Project Evaluations have been completed (which includes 8 out of 21 projects). The remaining WNF Projects (13 projects) are due to be completed by 15th December 10.</li> </ul>
Within Year 2 of the current strategy, new forms of community outreach are being deployed. The strategy review will also include an options analysis for future operations in relation to the Employment and Enterprise strands of the programme. Such considerations are built in to the approach.	Alexander, Karen	06/10/2010		<ul style="list-style-type: none"> <li>The Council will not be in a position to directly commission any further employment and enterprise activities, as there will be no successor to WNF funding. The Employment Strategy will describe the Council's role moving forward as one of 'informing and influencing' mainstream provision, which will be delivered through the Work Programme. Any lessons learnt will be offered to work programme providers.</li> </ul>
Review of Job Linkage already commissioned as part of overall WNS review process.	Alexander, Karen	06/10/2010		<ul style="list-style-type: none"> <li>The Job Linkage Review and Evaluation has been undertaken by consultants Roger Tym &amp; Partners and the final version is now available for circulation. It recognises the high quality service delivered through Job Linkage, as a fundamentally successful model with clear strengths and recommends that the Council should look to sustain it for a transition period (for a maximum of 6 months) after the WNF funding ends on 31 March 2011, to enable it to position itself to become a sub contractor for the Work Programme.</li> </ul>
Employment always has been the ultimate goal of the programme with tracking of the customer journey utilising the Hanlon System for this and to support performance management and share and issues shared with partners. Knowledge gained from this will feed into the Review of the WNS. The multi agency WNS Board will receive this information on a regular basis.	Mallin, Karen	31/03/2011		<ul style="list-style-type: none"> <li>All projects are recording activities and progress against Regional Employabilty Framework activities and guidelines which were embedded within the WNS. Performance Management Data from the Hanlon system is produced on a BI monthly basis for the WNS Board and has also informed the recent review of the Job Linkage Service. Information in relation to progress of priority client groups is also supplied directly to S4W, the external Consultants looking at Impact of WNS against National indicators which will again feed into the final WNS review.</li> </ul>
The current programme has been designed to achieve this goal, with a clear separation of customer between Job Centre Plus and JobLinkage. However, the Scrutiny review was undertaken at a time when this separation of clients was only part complete. An assessment process is already in place to ensure that activity is over and above what is expected of the mainstream.	Taylor, Vince	01/02/2011		<ul style="list-style-type: none"> <li>The procedures in place are eliminating any overlap.</li> </ul>

Recommendation & Action	Owner	Due Date	RAG	Progress
This proposal will be built into the review with the aim that the new strategy is underpinned by a partnership agreement.	Patterson, Allison	01/02/2011	●	<ul style="list-style-type: none"> <li>The introduction of the new Work Programme to be administered by DWP will negate the need to continue with a Working Neighbourhood Programme post March 2010. The Work Programme is intended to fund all activity re access to employment.</li> <li>Prime contractors are expected to work with local partners to deliver services relevant to need. Negotiations are taking place with potential Prime Contractors, in order to look at ways the existing Job Linkage service and infrastructure can be utilised to deliver Work Programme in the future.</li> </ul>
The Scrutiny review failed to recognise the work of the Employer Link team which operates as part of the JobLinkage service. Employer Link works with employers to meet their needs and securing job placements. Consideration of job subsidies will be incorporated within the WNS review and subject to effectiveness and value for money considerations.	Patterson, Allison	01/02/2011	●	<ul style="list-style-type: none"> <li>The Work Programme will encompass this in the future. The Prime Contractors will be funded through a payment model which will be based on 'payment by results' when a client moves off benefits and into a job. This will necessitate a strong relationship with potential employers, to ensure job opportunities are identified and that clients are successfully moved into those vacancies. Negotiations are underway with potential Primes to make them aware of the Employer Link team and to explore the potential of using this service as part of the Work Programme in the future.</li> </ul>
The introduction of the Hanlon customer tracking system has been a major step forward in data sharing, with its use being made obligatory within WNF contracts locally. However, substantial barriers remain (primarily at national level) to sharing DWP/JobCentre plus data. However, these are being partially overcome locally through collocation of staff in JobLinkage outlets.	Alexander, Karen	01/02/2011	●	<ul style="list-style-type: none"> <li>Data sharing protocols established for the Hanlon system have worked particularly well during the WNS programme and have enabled effective client tracking across multiple partners. The future of the Hanlon system currently is uncertain, although negotiations are underway with potential Prime Contractors to continue its use in 2011 for the Work Programme. Tyne &amp; Wear City Region have made a commitment to cover costs for site licenses and user costs for 2011/12, in an effort to maintain the system in the short term.</li> </ul>

## Appendix 1

### Economic Challenges Policy Review Recommendations - Progress to September 2010

★				
				Total
6				6
Action	Owner	Due Date	RAG	Progress Commentary
Development of City Centre Strategic Framework	Taylor, Vince	31/10/2010	★	Specific City Centre 15 year strategic framework being developed through the Economic Masterplan
The existing regeneration strategy should be re-visited to ensure that it prioritises individual projects in such a way as to achieve a steady progression of improvements.	Taylor, Vince	not set	★	Strategy and sequence of actions being developed through the Economic Masterplan.
The Working Neighbourhood Strategy should be pursued with robust operating and oversight procedures to ensure that the programme maintains momentum.	Snaith, Janet	not set	★	To ensure robust operating and oversight procedures, the Area Coordination Team within Office of the Chief Executive are implementing full programme management functions, including approved methods of procuring, grant funding, appraising and monitoring projects.
Decision making	Snaith, Janet	not set	★	Decision making remains the responsibility of the portfolio holder for economic prosperity and Head of Strategic Economic Development (acting on behalf of the Chief Executive) advised by a multi agency Board.
Grant awards and tender opportunities	Snaith, Janet	30/06/2010	★	Following these agreed procedures, since the Working Neighbourhoods Strategy was approved in December 2008, 15 grants have been awarded, one tender has been let and the expansion of the Job Linkage network has been approved at Cabinet and has been delivering since April 09. A further 5 tender opportunities are at final draft stage and will be let within the next quarter to ensure that all actions recommended within the programme will have been advanced.
Monitoring & Reporting arrangements	Snaith, Janet	30/04/2010	★	Monitoring and reporting of projects in the Working Neighbourhood Strategy will be incorporated into quarterly performance reports received by Scrutiny Committee

## Appendix 2 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 the working age population (16-59 for females and 16-64 for males) who are in employment (NI151).	70.50 %	70.60 %	✓	?	!	
The percentage of the working age population who are claiming out of work benefits (NI152).	18.15 %	19.50 %	✗	19.30 %	●	• A total of 34,270 individuals, which equates to 19.5% and compares to 17.5% for the North East & 13.4% for Great Britain.
The percentage of the working age population who are claiming out of work benefits in the worst performing neighbourhoods (SOA's with over 25% claimant rate) (NI153)	30.60 %	27.50 %	✓	31.80 %	★	

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 

## Prosperity & Economic Development

	Sept 2009 Position	Latest Position Sept 2010	Are we improving?	Target	Have we achieved the target?	Commentary
The percentage of the working age population (16-59 for females and 16-64 for males) who are in employment (NI151).	70.50 %	65.90 %		70.60 %		
The percentage of the working age population who are claiming out of work benefits (NI152).	19.40 %	18.60 %		19.00 %		• Info as at February 2010
The percentage of the working age population who are claiming out of work benefits in the worst performing neighbourhoods (SOA's with over 25% claimant rate) (NI153)	32.40 %	33.27 %		31.20 %		• Info as at February 2010
Number of learners achieving a Level 1 qualification in literacy (NI161).	1,661.00	3,545.00		992.00		
Number of learners achieving an Entry Level 3 qualification in numeracy (NI162).	204.00	1,008.00		120.00		
The percentage of working age population qualified to at least level 2 or higher (NI163).	65.40 %	67.60 %		69.00 %		
The percentage of working age population qualified to at least level 3 or higher (NI164).	43.40 %	43.20 %		-		
The percentage of working age population qualified to at least level 4 or higher (NI165).	21.60 %	22.60 %		-		
Median gross weekly pay of full-time employees on a workplace basis (NI166)	406.60	406.60		406.60		
The rate of business registrations per 10,000 resident population aged 16 and above (NI171).	33.20	27.10		37.50		• Info as at December 2008
The percentage of VAT registered businesses showing year-on-year employment growth (NI172).	14.90 %	15.90 %		15.90 %		
The percentage of the working population living who move directly from employment to incapacity benefits (IB) each year (NI173).	0.74 %	0.74 %		0.70 %		
The percentage of young people aged 16 to 18 years not in education employment or training (NEET)	12.50 %	9.20 %		8.80 %		

# PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

## FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 DECEMBER 2010 – 31 MARCH 2011

### REPORT OF THE CHIEF EXECUTIVE

15 December 2010

#### 1. Purpose of the Report

- 1.1 To provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 December 2010 – 31 March 2011.

#### 2. Background

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

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

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

#### 3. Recommendation

- 3.1 It is recommended that the Committee considers the Executive's Forward Plan for the period 1 December 2010 to 31 March 2011.

#### 4. Background Papers

- 4.1 Forward Plan for the period 1 December 2010 – 1 March 2011.

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**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
01379	To approve a capital equipment grant to Company B to support economic development and job creation (Part II Item - Exempt Information)	Cabinet	01/Dec/2010	Portfolio holder	correspondence	Via the Contact Officer by 20 November 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	01/Dec/2010	Council officers, LSP partners and relevant stakeholders, delivery providers, service users.	Meetings, briefings, emails	Via Contact Officer by 20 November 2010 - Prosperity and Economic Development Scrutiny Committee.	Cabinet report and Review of Job Linkage	Karen Alexander	5611339

## 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
01468	To agree to proceed with the ERDF 'Low carbon demonstration' project delivery, subject to funding approvals.	Cabinet	01/Dec/2010	Deputy Chief Executive, Legal, Procurement, Finance, HHAS, BIT	Meetings, electronic	Via the Contact Officer by 19 November 2010 - Prosperity and Economic Development Scrutiny Committee	Cabinet Report	James Garland	5611158
01476	Agree in principle to the potential use of compulsory purchase powers under section 226 Town and Country Planning Act 1990 in respect of land at Sunderland Retail Park, Newcastle Road.	Cabinet	01/Dec/2010	Head of Law and Governance, Director of Financial Resources	Memo and email	Via contact officer by 20 November - Prosperity and Economic Development Scrutiny Committee.	Cabinet report	Colin Clark	5617849
01409	To approve the Employment Strategy.	Cabinet	12/Jan/2011	Stakeholders will include Working Neighbourhoods Board LSP partners, Portfolio Holder and Delivery Partners.	Series of Stakeholders events Council's Consultation Website, Working Neighbourhoods Board.	Via Contact Officer by 19 December 2010 - Prosperity and Economic Development Scrutiny Committee.	Cabinet Report and Employment Strategy	Allison Patterson	5611474

## **WORK PROGRAMME 2010-11**

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

#### **Strategic Priorities: SP3 – Prosperous City**

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

#### **1. Purpose of the report**

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

#### **2. Background**

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

#### **3. Current position**

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

#### **4. Conclusion**

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

#### **5 Recommendation**

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

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE WORK PROGRAMME 2010-11

Appendix 1

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

CCFA/Members items/Petitions									
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