

At a meeting of the ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE held in the CIVIC CENTRE on MONDAY, 13TH DECEMBER, 2010 at 6.00 p.m.

Present:-

Councillor Miller in the Chair

Councillors Ball, Bonallie, E. Gibson, Padgett, Wakefield, Wood and A. Wright

Also Present:-

Councillor Tate - Chair of Management Scrutiny Committee

Apologies for Absence

Apologies for absence were submitted on behalf of Councillors Kelly, Tye and L. Walton.

Minutes of the Last Meeting of the Environment and Attractive City Scrutiny Committee held on 15th November, 2010

Councillor Ball asked that her apologies be recorded for the meeting.

1. RESOLVED that the minutes of the last meeting of the Committee held on 15th November, 2010 be confirmed and signed as a correct record subject to the inclusion of Councillor Ball's apologies.

Declarations of Interest

There were no declarations of interest.

Sunderland 'The Place' Policy Review 2010/11: Progress Report

The Chief Executive submitted a report (copy circulated) which informed Members of the progress on the Scrutiny Committee's Policy Review for 2010/11 into Sunderland 'the Place'.

(For copy report – see original minutes)

Helen Lancaster, Acting Scrutiny Officer, presented the report and advised Members of the evidence gathering activities which would be taking place and provided feedback from the previous activities.

The Chairman commented that the meeting with Sharon Hodgson MP was an excellent opportunity and he asked Members to confirm whether they would be attending.

Councillors Ball, Bonallie, E. Gibson, Padgett, A. Wright and Wood all indicated their intent to attend this meeting.

Councillor A. Wright commented on the visit to the university; he was impressed by the students he had met on this visit. They had provided good, insightful responses to the questions asked. The students had felt that a lack of signposting prevented the city from being a 'University City', improved signage would help to improve the university's presence in the city in addition to making it easier for people to get to the university.

Councillor E. Gibson commented that the university was developing a public space which would be accessible by all; she hoped that members of the public would use these public facilities.

The Chairman thanked the Members who had attended the visit to the University for their attendance; especially considering the extreme weather conditions which had made travelling difficult.

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

Sunderland 'The Place' Policy Review 2010/11: The Partnership Approach to Sunderland 'The Place'

The Chief Executive submitted a report (copy circulated) which allowed Members to receive a presentation on the work of the Attractive and Inclusive City Delivery Partnership.

(For copy report – see original minutes)

Sam Palombella, Chair of the Attractive and Inclusive City Delivery Partnership, and Sal Buckler, Diversity and Inclusion Manager, presented the report. Mr Palombella delivered the presentation and advised Members of the membership of the partnership, which included local organisations and Council departments. The group had a broad remit which brought together a number of areas including: Street Scene; Housing; Heritage; Community; Environment; and Transport.

He referred to the work of the partnership to improve the identity of the city and resident's sense of place by using the 'Legible City' approach and by working to improve green spaces and the green infrastructure.

Mr Palombella also advised that the broad remit of the place shaping agenda could lead to problems as there was no single representative who could take the lead for the whole agenda.

The Chairman asked for examples of the benefits of information sharing and joined up working.

Mr Palombella stated that there was a better understanding of what different organisations do and it has allowed the different agencies to work together.

Ms Buckler added that in Pennywell there had been value added to the existing community facilities such as those at Academy 360 and there had been a reduction in the duplication of services.

There had been funding awarded to help people who were not in education, employment or training (NEET) as a result of this partnership approach.

The Chairman then queried the Green Infrastructure Strategy.

Mr Palombella stated that the strategy would identify green routes such as bridleways and footpaths and would give people the opportunity to travel without needing to use the car. The strategy would look at the wider picture when planning routes so that the rights of way would lead to destinations which people wanted to access. Street trees helped to improve the appearance of areas and increased the amount of time and money people were willing to spend within the area.

The Chairman asked whether a copy of this strategy could be provided.

Keith Lowes, Head of Planning and Environment, advised that the strategy would be submitted to Cabinet in February, and would be presented to the Committee.

Councillor A. Wright queried how the recognition of Sunderland outside of the city would be affected by the partnership.

Mr Palombella advised that the partnership included Nexus who operated across the wider region and the college and university attracted students from outside of the city. Student experiences were important; there was a need to encourage people stay in the city or leave with good memories which would lead to them returning to the city. The Delivery Partnership had also received a presentation from Dr Gillian Cookson, an expert on the Heritage Quarter centred on the Docks and she had visited the city. There was a need to look at peoples perceptions of the city.

Ms Buckler added that members of the partnership had been invited to regional and national meetings and conferences.

Ms Buckler also advised of the Community Philosophy Project in Moorsley Peat Carr, one of the outlying villages within the city. Following this piece of work the neighbouring village, Pitington in County Durham had wanted to become involved with the project.

The Chairman thanked Mr Palombella and Ms Buckler for their presentation and it was:-

3. RESOLVED that the presentation be given consideration as part of the Policy Review for 2010/11.

Committee Expenditure in Support of Policy Review, Sunderland ‘the Place’

The Chief Executive submitted a report (copy circulated) which allowed the committee to consider expenditure in support of the Policy Review for 2010/11 into Sunderland ‘the Place’.

(For copy report – see original minutes)

Helen Lancaster, Acting Scrutiny Officer, presented the report and advised that the Community Spirit Consultation would cost approximately £2156 and that cost would include 1600 letters being sent along with focus groups being held.

There would also be an International Profile Event and a donation of £30 had been requested to hire the new Community Cohesion Building in Sunnyside.

4. RESOLVED that the report be received and noted and the proposed expenditure be given consideration.

Performance Report Quarter 2 (April – September 2010)

The Chief Executive submitted a report (copy circulated) which provided Members with the performance update relating to the period April to September, 2010. The report included:-

- 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.

(For copy report – see original minutes)

Mike Lowe, Assistant Head of Performance Improvement, presented the report and advised Members that this was the first time the results of the MORI survey had been included on the performance report.

There had been an increase in satisfaction with recycling which was linked to the introduction of the new blue recycling bins across the city.

There had been an increase in dissatisfaction levels with regard to road maintenance which was linked to the harsh winter conditions which had been experienced last year; the result had been an increase in the number of potholes and other defects on the city's roads.

Councillor Padgett queried how many people had been surveyed as part of the MORI survey.

Mr Lowe confirmed that there had been 1215 residents surveyed and the residents surveyed were of a geographic and demographic spread which was representative of the whole city.

Councillor A. Wright commented that there had been a significant problem with potholes before last winter; recently there had been significant expenditure to tackle the problem however it was still a longstanding issue.

Councillor Wood queried the number of children killed or seriously injured in road traffic collisions. The figures provided seemed to be contradictory. He also commented on the number of bus passenger journeys, the target seemed to be extremely low compared with the actual figures.

Councillor Wood then expressed concerns over the increase in the number of children travelling to school by car; there were school travel plans in place to encourage the use of other forms of transport to get to school and it was disappointing to see that the figures were still so far away from the target. He also expressed concerns over how large a reduction there had been in children using public transport to get to school.

Mr Lowes advised that there had been an increase in the number of children killed or seriously injured from 11 last year to 15; this was more than the target of 13 and as such the target for the year had not been achieved. He did not have the information available to respond to Councillor Wood's other queries and agreed to provide the information directly to Councillor Wood outside of the meeting.

Councillor E. Gibson commented that the severe winter conditions had caused problems with regards to road maintenance. There had been additional budget provided to fund the repairs however with another harsh winter expected this year there were concerns that there would not be any money available for extra funding to be provided for road maintenance.

Les Clark, Head of Street Scene, advised that the budget for road maintenance came from the Revenue and Capital Budgets along with additional funding of £400,000 which had been secured by this committee. At present the detail of the repairs required and the budget available for these repairs was not known.

Councillor Wakefield expressed his concerns over the condition of some of the roads in the city, the main road in Newbottle was in a poor condition however when the road had been surveyed it had been classified as being in an acceptable condition; he felt that it was not cost effective to leave these cheaper repairs until more damage was done and major, expensive repairs were then needed.

The Chairman thanked Mr Lowe for his report and accordingly it was:-

5. RESOLVED that the good progress made be noted and consideration be given to the areas requiring further development.

Forward Plan – Key Decisions for the Period 1 December 2010 – 31 March 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 December 2010 – 31 March 2011 which related to the Environment and Attractive City Scrutiny Committee.

(For copy report – see original minutes).

Sarah Abernethy, Acting Assistant Scrutiny Officer presented the Forward Plan.

The Chairman having thanked Ms. Abernethy 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.

Sarah Abernethy, Acting Assistant Scrutiny Officer presented the work programme.

(For copy report – see original minutes).

7. 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.

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

17 JANUARY 2011

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 This is the third report to Committee detailing the progress of the policy review, further detail regarding evidence gathering as listed below can be found in previous Policy Review Progress Reports;

- Scene Setting Presentation (Policy Review Progress Report, 15 November 2010)
- Legible City Report (Policy Review Progress Report, 15 November 2010)
- Findings of the Prosperity and Economic Development Scrutiny Committee's Policy Review 09/10: Tourism and Marketing (Policy Review Progress Report, 15 November 2010)
- Economic Masterplan (Policy Review Progress Report, 13 December 2010)

- Visit to Sunderland University (Policy Review Progress Report, 13 December 2010)
- 3.4 At the Committee meeting held on 13 December 2010, members received a presentation from the Chair of the Attractive and Inclusive City Delivery Partnership about the role of partnership working in the context of the policy review. This item of evidence principally contributes to Terms of Reference B and C.
- 3.5 The main points from this presentation and discussion were;
- The Attractive and Inclusive Delivery Partnership covers a wide remit and brings together the street scene, housing, heritage, community, environment and transport agendas;
 - The Delivery Partnership has contributed in a number of different place shaping areas including the Green Infrastructure Strategy, Legible City and the City Villages;
 - Partnership working increases information sharing, maximises effort and reduces duplication, for example the Partnership has been able to complement existing community facilities in the Pennywell area through its understanding of what is already in place;
 - The broad remit of 'place shaping' means that it cuts across a number of portfolios, it is therefore vital that the agenda is looked at strategically and across all partner and council directorates and departments; and
 - Whilst it is acknowledged that having a strong sense of place is important for the city it should also be noted that a balance needs to be achieved, as there could also be some negative implications such as an increasing insularity within communities and making them less adaptable to change.
- 3.6 On 17 December 2010, the Committee were due to meet with Sharon Hodgson MP to gain her views regarding Sunderland 'the Place'. Unfortunately this had to be cancelled at short notice and has been rescheduled for 11 February 2011 from 11.30am – 12.30pm in Committee Room 5.
- 3.7 On 12 January 2011, members will attend an event at the Creative Cohesion Building to learn more about Sunderland's International Profile and 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. The Scrutiny Officer will provide an update regarding this event at the Committee meeting.

Further Evidence Gathering

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

Method	Activity	Location	Date and Time	Terms of Reference (Appendix 1)	Additional Information
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) (Written evidence from the BBC)	Committee Room 1, Civic Centre	17 January 2011, 6pm	G	
Task and Finish Activity 1: People	Feedback from Area Chairs re Sunderland 'the Place'	Committee Room 1, Civic Centre	24 January 2011, 2pm-4pm	D, E	
Task and Finish Activity 2: Place/Economy	Sunderland Association Football Club	Stadium of Light	2 February 2011, 10.00-11.30am	A, B, C, D	Programme to be finalised

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, 15 November 2010 and 13 December 2010.
- Policy Review Progress Reports; 15 November 2010 and 13 December 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

24 January 2011, 2pm-4pm: 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

Date to be confirmed: 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

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

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

2 February 2011, 10.00-11.30am: SAFC and SAFC Foundation

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

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

17 JANUARY 2011

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: REPUTATION AND INFLUENCING PROGRAMME

REPORT OF THE CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

Corporate Priorities: CI01, CI02, CI03

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to inform members of a presentation to be delivered to the Scrutiny Committee. The presentation will give an overview of the Reputation and Influencing Programme in the context of the Scrutiny Committee's Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 The 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 was to include information regarding the City Council's Reputation and Influencing Programme.
- 2.3 The Reputation and Influencing Programme is one of the 'Sunderland Way of Working' Corporate Improvement Programmes, sitting alongside the Business Transformation Programme, Community Leadership Programme and the Economic Development Programme.
- 2.4 Ahead of the launch of the Economic Masterplan the council embarked on the first year of a Public Affairs programme in December 2009 to start raising the profile and influence of the city at Westminster and Whitehall.

- 2.5 In respect of the Economic Masterplan to have an ambitious inward investment strategy to bring new private sector led investment to the city. To deliver this the council requires a high-level council wide programme to create the best possible conditions for continued economic growth and the development of the city.
- 2.6 The Reputation and Influencing programme will support the future development of the city by raising the profile of Sunderland; increasing reach and influence; and encouraging business and investors to “do business” in the city. The programme comprises three strands of work (Public Affairs, Investment Marketing, International Economic Relations) which, collectively, address the priority audiences of: Government (Westminster and Whitehall); opinion formers; influencers; think tanks; investors, developers; and businesses (UK and overseas).
- 2.7 The key drivers for establishment of the programme are:
- The comparatively low profile of the city with parliamentarians/opinion formers when compared with other cities of a similar size, the need to improve perceptions to support economic growth and opportunity within the city;
 - The development and launch of the Economic Masterplan – the need to deliver the inward investment necessary to help fund economic growth;
 - The increasingly competitive environment between cities seeking to attract investment at a global level: the need to ensure the council’s international economically based partnerships contribute to the overall inward investment strategy for the city;
 - The significant reduction in public service spending and the need to create the best possible environment for private sector led growth, the delivery of effective/efficient public services and to secure future opportunity for the city;
 - The current and emerging public policy environment - the need to ensure the council is recognised as being innovative and leading the change in how the public sector operates; and
 - The opportunities that exist for a forward thinking council to ensure the continued delivery of priority services even within the context of reduced public expenditure.
- 2.8 The Director of Communications will give a presentation to the Scrutiny Committee detailing the progress of the Programme and forthcoming plans.
- 2.9 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 economic place;
- (c) To examine the role and responsibilities of the City Council and partners in developing and implementing a strong sense of economic place for the city;
- (d) To understand Sunderland's 'story', where the city is positioned now and the economic 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 Deborah Lewin, Director of Communications.

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.

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

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

17 JANUARY 2011

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: THE ROLE OF THE LOCAL MEDIA

REPORT OF THE CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

Corporate Priorities: CI01, CI02, CI03

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to inform members of a presentation to be delivered to members of the Scrutiny Committee by the Editor of the Sunderland Echo. The presentation will inform a discussion about the role of the local media in the context of the Scrutiny Committee's Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 The presentation and discussion 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 role of the media in the context of Sunderland 'the Place'.
- 2.3 One such piece of evidence was to invite the local media to make a contribution to the review to understand the representation of Sunderland as a Place.
- 2.4 In 2009, an audit was undertaken to examine Sunderland's voice within the city, the North East and beyond. The focus was on location and the key areas that a city's presence can have on a location's overall image. The audit considered traditional media, including broadcast and print, as well as social media – namely websites, online blogs and forums.

- 2.5 The research found that Sunderland's voice is being heard well within the city but less well within the region, and to an even lesser extent on a national level. Encouragingly however, what is being said about Sunderland is overwhelmingly positive or at least neutral.
- 2.6 The Sunderland Echo is a key partner in the city with representation on both the Strategic Group and the Marketing Board and has been involved in a number of projects alongside the council and partners.
- 2.7 The presentation will contribute principally to the following terms of reference for the Policy Review;
 - (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

3. CONCLUSION

- 3.1 Members are asked to receive the presentation from Rob Lawson, Editorial Director North East Press/Editor of the Sunderland Echo.

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.

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

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

17 JANUARY 2011

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: PUTTING SUNDERLAND ON THE WEATHER MAP

REPORT OF THE CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

Corporate Priorities: CI01, CI02, CI03, CI04

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to inform members of the interim response to the Scrutiny Committee's request for evidence, received from Jennifer Bartram, Assistant Producer, BBC Weather Centre.
- 1.2 The response provided by the BBC 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 a request for evidence from relevant media organisations and members were particularly interested in finding out the process for the selection of towns and cities to be included on the national weather map.
- 2.3 A request for evidence was sent to the BBC on 25 November 2010, with several key questions about the presence of Sunderland on the weather map and its relevance in raising the profile of the city nationally.
- 2.4 The Scrutiny Committee has so far received a written contribution from the BBC in the form of an email. It is expected that this will be supported by a formal letter in due course, which will be circulated to members.

2.5 The evidence will contribute principally to the following terms of reference for the Policy Review;

(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

3. CURRENT POSITION

3.1 The following points were made in the response from the BBC;

- A range of 12 different zoomed in 'tours' around the UK are used in national broadcasts, which have different start and end points and follow different paths;
- Different towns and cities are featured on these maps, which are interchanged from time to time;
- On the UK map, it is essential that the actual weather can be seen clearly, and for this reason only a selection of town's are used on this view, otherwise the map becomes too 'cluttered'.
- The choice of cities is based on different factors, including the size of the city or town, its geographical position as a focal point (ie where it will 'sit' on the map, and if icons such as temperature discs or wind arrows can be placed around it), and proximity to other towns or cities which are already on the map;
- Regional broadcasts from BBC Weather are able to change towns and cities more easily on their maps in order to ensure that there is fair coverage, and they are encouraged to do this on a daily basis. Sunderland is featured regularly on BBC broadcasts in the North East and Cumbria;
- Further information will be provided to the Committee regarding how many tours feature Sunderland; and
- Following the Scrutiny Committee's request for evidence the BBC will now consider whether Sunderland should be featured more often on the weather map tours.

4. CONCLUSION

4.1 Members are asked to receive written evidence to inform the policy review Sunderland 'the Place' from Jennifer Bartram, Assistant Producer, BBC Weather Centre.

5. RECOMMENDATION

5.1 That members consider and comment on the information provided.

6. BACKGROUND PAPERS

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

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

**SUNDERLAND CITY COUNCIL LOCAL DEVELOPMENT
FRAMEWORK:
ANNUAL MONITORING REPORT 2009 / 10**

REPORT OF THE DEPUTY CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

Corporate Priorities: CI01, CI03

1.0 Purpose of report

1.1 This report informs committee of the Council's Local Development Framework Annual Monitoring Report (AMR) for 2009 / 10.

2.0 Background and current position

2.1 Under the Planning and Compulsory Purchase Act 2004, the City Council is required to prepare a Local Development Framework (LDF). The LDF will replace the current Unitary Development Plan which was adopted in 1998. As the statutory development plan for the city, the LDF will be the starting point in the consideration of planning applications for the development or use of land. Furthermore, it will be a fundamental document in delivering the key spatial objectives of the Sunderland Strategy and Economic Masterplan.

2.2 As part of the LDF, the City Council is required to prepare an AMR. The Planning Regulations require the AMR to contain the following information:

- Progress on the preparation of development plan documents against the timetable set out in the Local Development Scheme (the LDF project plan);
- Any local development orders adopted or revoked (which is not applicable to this Authority);
- Adopted policies that are to be rescinded and why (which is not applicable to this Authority); and
- The annual number of net housing completions.

2.3 Guidance published by the Department for Communities and Local Government (DCLG) in July 2008 suggests (but does not require) that authorities should submit information on 22 Core Output Indicators. This AMR meets both the regulatory and suggested requirements for completion.

2.4 The Annual Monitoring Report forms part of the LDF and must be submitted to the Secretary of State for Communities and Local Government by 31 December each year. This is the sixth AMR to be prepared and covers the period from 1 April 2009 to 31 March 2010.

Where appropriate, more up to date information beyond 31 March 2010 has been included for completeness.

- 2.5 The AMR for 2009/10 was submitted to the Government Office for the North East on 23 December 2010. Copies of the AMR have been placed in the Members' Room. It is also available on the Council's Planning Policy web page.

3.0 Progress on Development Plan Documents (DPD's)

- 3.1 The Local Development Scheme (LDS) provides a timetable for document preparation based upon the council's current LDS (approved in March 2009). The LDS addresses the preparation of three local development documents. Progress on these has been as follows :

3.1.1 **Core Strategy** – This document will set out the overarching strategic policies for growth across the city. Consultation on a range of Alternative Spatial Development Approaches was held between September and November 2009. The 150 responses received informed the preparation of a Revised "Preferred" Option Draft that was approved in March 2010. Both stages were in accord with the LDS.

3.1.2 Working with both the Government Office and CABE, the format of the Core Strategy was considerably revised to provide greater clarity for future growth to each of the five sub-areas (Washington, Coalfields, Sunderland North, Sunderland South and Central Sunderland).

3.1.3 Given the then impending elections, the formal consultation was deferred. With the range of changes to the planning system introduced by the new Government (particularly with the then revocation of the Regional Spatial Strategy in July 2009), the decision was taken to continue developing the Core Strategy in the absence of a regional plan. Subsequently, the intervening period was used to develop amongst other things, new evidence to support the potential for setting the city's growth requirements for new housing and employment land needs and to continue finalising the city wide greenspace audit.

3.1.4 A revised draft of the Core Strategy will now be presented to Council in March 2011.

3.1.5 **Allocations Development Plan Document** – This document will identify sites for employment, retail, community facilities and open space, areas of nature conservation and transport routes. The programme to develop this document is to be aligned to that of the Core Strategy and has, as a consequence, slipped behind the timetable set out in the LDS. That said, to support site specific issues, substantial work has been undertaken to maintain an up to date evidence base including the Strategic Housing Land Availability Assessment and the Employment Land Review.

3.1.6 **Hetton Downs Area Action Plan** – Centring on the Hetton Downs/ Eppleton area, this plan will provide the development framework for the area's long-term sustainable improvement and regeneration. The formal "Publication" draft was provisionally timetabled for July 2010, but this date was not met as a consequence of detailed issues around the School Place Planning exercise and the impacts this may have had on

particular sites in the area. This exercise has now been resolved, though further consideration is now to be given as to how best progress the Area Action Plan.

3.1.7 The Sustainability Appraisal – This is required for each DPD in order to test the sustainability effects of the each plan. Previously a baseline Scoping Report was completed in October 2005. Given its age, it was deemed fit to formally revise this report with more up to date and robust evidence. In accordance with the LDS, this Scoping Report was consulted upon between May and July 2009 and adopted in September 2009. The Council’s work in relation to the Sustainability Appraisal and its use in testing the Alternative Spatial Development Approaches has since been recognised nationally as best practise.

3.1.8 Alteration No. 2 to the Unitary Development Plan – In September 2007, this was formally adopted to provide an up to date planning framework for the regeneration of Central Sunderland. Under the planning legislation, these policies technically had a 3 year lifespan and would have expired in September 2010. In July 2010, the full suite of policies set out in Alteration No. 2 were formally “saved” in perpetuity (until formally rescinded or replaced by the LDF).

3.2 It should be noted that with the change in Government in 2010, there has been a series of early reforms to the plan making system. Most significantly was the revocation of the Regional Spatial Strategy in July 2010 with immediate effect. This meant that the all local authorities had to rely on existing saved plans (some significantly out of date) to act as the starting point in determining planning applications. It also meant that the each local authority was able to set its own growth requirements. However, this decision was subsequently overturned in the High Courts. In effect, the Regional Spatial Strategy is now legally re-established as part of the statutory development plan for the city.

3.3 Further fundamental reforms to the spatial planning system are proposed through the Localism Bill (published in December 2010). These reforms include :

- The creation of National Planning Framework to consolidate the existing suite of national policies and guidance into a single document
- The formal revocation of the Regional Spatial Strategies
- Proposals to replace statutory Local Development Frameworks with Local Development Plans working to new procedures (which would provide a similar role to that of the Core Strategy)
- The option for communities and neighbourhoods to prepare Neighbourhood Plans that would deliver more (but not less) growth than is set out in the Local Development Plan

3.4 The Localism Bill does not provide sufficient detail as to how these reforms will work in practise. But subject to enactment (anticipated in late 2011), these changes will be significant and will require future reviews of the LDF work programme.

4.0 Policy Monitoring

4.1 In summary, performance against the nationally set Core Output Indicators in 2009 / 10 is as follows : -

- **Business Development and Town Centres** – Some 22,500m² of new employment floorspace was built, primarily for office and general industrial uses. However, there were significant demolitions and changes of use out of business floorspace totalling 60,500 m². Principally, this resulted from the demolition of the former Dunlop Tyres Factory in Washington (28,650 m²) to make way for new business premises for BAE Systems (with a further planning application now pending on the adjacent site for Rolls Royce) and the demolition of the Cornings Works at Deptford (19,850 m²) which now has planning permission for a mix of residential and business uses.
- **Housing** – In gross terms, new house building delivered some 614 dwellings (a reduction from the previous two years where gross completions were in excess of 800 dwellings). However, by comparison there was a significant fall, compared to previous years, in the dwellings lost (either through demolition or conversions to other uses) totalling some 230. The effect produced a significant rise in the number of net new homes completed in 2009/10 totalling 384 (the third highest net gain since 1999/2000). 99.7 % of all new dwellings were on previously development (brownfield) land (the highest since 1995), which is in excess of both national and regional targets (of 60% and 80% respectively).
- **Waste** – 27% of the city's municipal waste was recycled or composted, which shows a steady rise year on year with 22% having been recycled in 2006/07, 24% in 2007/08 and 26% in 2008/09.
- **Renewable Energy** – In total, some 9.8MW of renewable energy capacity were installed in 2009/10, taking the total installed capacity in the city to 17.2MW. This will make a significant contribution to the 22 megawatt renewable energy target set in the Regional Spatial strategy for Tyne and Wear.

5.0 Relevant consultations/ considerations

- a) **Financial Implications** – Outside of the costs associated with document production and printing there are no direct costs arising from the Annual Monitoring Report. Costs will arise from developing the evidence base and from the Examinations of the various development plan documents which will be met from contingencies.
- b) **Legal Implications** – The AMR has been prepared in accordance with the appropriate Planning Regulations and Government guidance.
- c) **Policy Implications** - The AMR will provide an important measure of how the policies in the LDF are performing in terms of both their implementation and effectiveness.

6.0 Recommendation

6.1 Committee is recommended to note the contents of the Annual Monitoring Report.

7.0 BACKGROUND PAPERS

Regional Spatial Strategy July 2008

PPS12: Spatial Planning DCLG June 2008
Sunderland City Council Annual Monitoring Report December 2009
Sunderland City Council Annual Monitoring Report December 2008
Sunderland City Council Annual Monitoring Report December 2007
Sunderland City Council Local Development Scheme March 2007
Sunderland City Council Annual Monitoring Report December 2006
Sunderland City Council Annual Monitoring Report December 2005

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ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

17 JANUARY 2011

FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 JANUARY 2011 – 30 APRIL 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 January 2011 – 30 April 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 January 2011 – 30 April 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 January 2011 – 30 April 2011

5. BACKGROUND PAPERS

None

Contact Officer : Sarah Abernethy 0191 561 1230
Sarah.Abernethy@sunderland.gov.uk

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
01458	To approve a response to the consultation on the Tyne and Wear Local Transport Plan 2011-2021.	Cabinet	17/Jan/2011	Elected Members; General Public; People who have an interest in Transport	Briefings; E-mails; Web Events	To contact Officer by 20 December - Environment and Attractive City Scrutiny Committee	Report ; Tyne and Wear Local Transport Plan 2011-2012 draft response to consultation	Bob Donaldson	5611517
01403	To consider the outcome of Public Consultation (March - June 2010)in relation to the Accessible Bus Network Design Project	Cabinet	16/Feb/2011	Portfolio Holder for Attractive and Inclusive City; Nexus; Appropriate Chief Officers	Briefings; Meetings; e-mails	Via the contact officer by 21 January - Environmental and Attractive City Scrutiny Committee	Cabinet Report	Bob Donaldson	5611517
01412	To approve the procurement of specialist vehicles to be used in the waste and cleaning service.	Cabinet	16/Feb/2011	Procurement; Appropriate Chief Officers; Portfolio holder for Attractive and Inclusive City	Report; Briefings	Via Contact Officer by 21 January - Environment and Attractive City	Report	Les Clark	5614540

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

**17 JANUARY
2011**

REPORT OF THE CHIEF EXECUTIVE

Strategic Priorities: SP5 Attractive and Inclusive City

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

1. PURPOSE OF THE REPORT

- 1.1 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 13 December 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.

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

REASON FOR INCLUSION	JUNE 17.6.10	JULY 12.7.10	SEPTEMBER 20.9.10	OCTOBER 18.10.10	NOVEMBER 15.11.10	DECEMBER 13.12.10	JANUARY 17.01.11	FEBRUARY 14.02.11	MARCH 14.03.11	APRIL 11.04.11
Cabinet- Referrals and Responses			Response to the 09/10 Policy Reviews – 20mph Zones and Allotment Provision							
Policy Review	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) Written evidence from the BBC (HL)	Policy Review Progress Report (HL)	Policy Review: Draft Final Report (HL)	Policy Review: Final Report (HL)
Performance			Performance Q1 (Mike Lowe)			Performance Q2/ Policy Review Progress (Mike Lowe/HL)		LAA Delivery Plans		Performance Q3/ Policy Review Progress (Mike Lowe/HL)
Scrutiny	Household Alterations & Extensions Planning (Allan Jones) Strategic Housing Land Availability Assessment (Neil Cole) Request to attend - Centre for Public Scrutiny 8 th Annual Conference (HL) Forward Plan (SA)	Condition of Fawcett St (Keith Lowes) Planning Application Consultation Process (Keith Lowes) Highways Maintenance (Les Clark) Alterations No 2 - Strategic Planning Document (Article 4 Plan) (Neil Cole) Work Programme (SA) Forward Plan (SA)	Update on Bus Strategy (B Garner, Nexus) Streetlighting (CE Electric) Feedback from the Annual CfPS Scrutiny Conference (HL) Work Programme (SA) Forward Plan (SA)	Seaburn Masterplan (KL) Local Transport Plan 2011-2021 (KA) Poverty of Place Visit (SA) Work Programme (SA) Forward Plan (SA)	Flood Planning (Barry Frost) 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) Green Infrastructure Strategy (Keith Lowes) 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)

CCFA/Members items/Petitions										
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