

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

14 MARCH 2011

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: CONTRIBUTION FROM THE PORTFOLIO HOLDER FOR SAFER CITY AND CULTURE

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 advise members of the attendance of the Portfolio Holder for Safer City and Culture, Councillor D Wilson at the Scrutiny Committee to make a contribution to Scrutiny Committee's Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 This contribution 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; this included identifying current activity within the council and partners which contributed to Sunderland 'the Place'.
- 2.3 The attendance of Councillor Wilson will contribute principally to the following terms of reference for the Policy Review;
 - (a) 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; and

(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.

2.4 The Scrutiny Committee will receive the draft final report for its Policy Review into Sunderland 'the Place' at the same meeting; therefore it is proposed that the evidence provided by the Portfolio Holder be incorporated into the final report after the meeting, and is re-circulated to members for final comments in advance of the Committee meeting on 11 April 2011.

3. CONCLUSION

3.1 Members are asked to receive a contribution from Councillor D Wilson, Portfolio Holder for Safer City and Culture in regard to Sunderland 'the Place'.

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 17 June, 12 July and 18 October 2010

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