

**SCRUTINY POLICY REVIEWS 2012/13:  
RESPONSE FROM CABINET – 17 JULY 2013**

**REPORT OF THE CHIEF EXECUTIVE**

**1. PURPOSE OF THE REPORT**

1.1 The purpose of this report is to provide feedback from the Cabinet meeting held on 17 July 2013, regarding the final two of the second round of scrutiny policy reviews undertaken by scrutiny in 2012/13.

**2. BACKGROUND INFORMATION**

2.1 The Scrutiny Committee is responsible for considering feedback from relevant portfolio holders on Cabinet’s consideration of the policy reviews undertaken by the scrutiny panels and how it intends to deliver the recommendations of each panel.

2.2 Cabinet considered the Final Reports on 17 July as follows:-

<b>Scrutiny Panel</b>	<b>Policy Review</b>	<b>Responsible Portfolio Holder</b>
Skills Economy and Regeneration	Delivery of Apprenticeships in Sunderland <b>(Appendix 1)</b>	Cllr Harry Trueman (Deputy Leader)
City Services Scrutiny Panel	Waste and Recycling in Sunderland: Approach to Resident Engagement <b>(Appendix 2)</b>	Cllr James Blackburn
Health, Housing and Adult Services	Domestic Violence <b>(Appendix 3)</b>	Cllr Graeme Miller

2.3 This report provides feedback in the form of an action plan, from the Portfolio Holders following Cabinet’s consideration of, and decisions in relation to, the scrutiny panels’ recommendations.

2.4 Following the Scrutiny Committee’s consideration of feedback from Cabinet on each of the Policy Reviews of 2012/13, progress towards completion of the actions contained within each Action Plan will be monitored on an annual basis by the Committee.

**3. RESPONSE FROM CABINET TO THE POLICY REVIEW**

3.1 Following consideration of the Final Reports, Cabinet approved the recommendations in their entirety. Details of the Policy Review

recommendations and proposed actions to be taken are provided in the Action Plans attached at **appendices 1-3**.

3.2 Cabinet thanked the Scrutiny Lead Members, Scrutiny Panels and its officers for undertaking the policy review and additional work.

#### **4. RECOMMENDATIONS**

4.1 That the Committee:-

- (a) Notes the proposed actions detailed within the Action Plans appended to this report (**Appendices 1-3**) and seeks clarification on content where felt appropriate; and
- (b) Refers each of the action plans to the relevant panels for further consideration.

#### **5. BACKGROUND PAPERS**

5.1 The following background papers were used in the preparation of this report:-

- (i) Cabinet Agenda; 17 July 2013.

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## Appendix 1

### Skills, Economy and Regeneration Scrutiny Panel; Delivery of Apprenticeships in Sunderland: Policy Review recommendations 2012/13

Ref	Recommendation	Action	Owner	Due Date	Progress Commentary
(a)	That the Council examines the measures available to increase apprenticeship opportunities, particularly higher level apprenticeships, in key sectors of the city's economy	<p>(i) Update the Memorandum of Understanding (MOU) and associated Action Plan between the National Apprenticeship Service (NAS) and Sunderland City Council</p> <p>(ii) Organise and host Sunderland City Council Supply Chain Event</p> <p>(iii) Council representatives will continue to participate in/provide input to the regional working group, which is responsible for establishing the North East LEP area Apprenticeship Hub</p>	<p>Stephanie Rose, Associate Policy Lead, SPPM</p> <p>Teresa Palmer, Head of Corporate Recruitment</p> <p>Stephanie Rose, Associate Policy Lead, SPPM</p>	<p>Sept 2013</p> <p>April 2014</p> <p>Sept 2013</p>	Progress update to be given as part of the Scrutiny Committee's Annual Monitoring of Scrutiny Recommendations
(b)	That the Council and the National Apprenticeship Service (NAS) agree a set of actions that are geared to meeting the specific needs of the city	<p>(i) Update the Memorandum of Understanding (MOU) and associated Action Plan between the National Apprenticeship Service (NAS) and Sunderland City Council (See also Ref. a (i) )</p>	Stephanie Rose, Associate Policy Lead, SPPM	Sept 2013	Progress update to be given as part of the Scrutiny Committee's Annual Monitoring of Scrutiny Recommendations
(c)	That further work be initiated to	(i) Monitor and review the	Dave Barber,	March 2014	Progress update to be given as part of the

	understand the Post-16 Destinations of learners in the city	<p>progress and outcomes being made in delivering priority outcomes and targets including:</p> <p>Raising participation in line with government targets for 2013 and 2015;</p> <p>Increasing young people in Education, Employment and Training (EET);</p> <p>NEET and Not Known figures</p> <p>Key Stage 4 and Key Stage 5 student destinations (as presented in Department for Education Destination Measures tables);</p> <p>Apprenticeship opportunities; and</p> <p>Youth employment data</p> <p>(ii) Officers within Strategy Policy and Performance Management (SPPM) will incorporate Post-16 Destination Measures data returns within the Quarterly Performance Report for the Participation and Engagement Group of the Education Leadership Board.</p>	<p>16-19 Manager, Children's Services (<i>via the Chair of the Participation and Engagement Group</i>)</p> <p>Mike Lowe, Head of Performance, SPPM</p>		Scrutiny Committee's Annual Monitoring of Scrutiny Recommendations
<b>(d)</b>	That the Council confirms its continuing support for the inclusion of Social and Economic	(i) When relevant to the subject matter, social value benefits will be considered for services	Karen Alexander, Employment	Sept 2014	Progress update to be given as part of the Scrutiny Committee's Annual Monitoring of Scrutiny Recommendations



## Appendix 2

### Health, Housing and Adult Services Scrutiny Panel Empty Properties in Sunderland: Policy Review recommendations 2012/13

Ref	Recommendation	Action	Owner	Due Date	Progress Commentary
(a)	To look at the increased involvement of elected members in all areas with the Empty Homes Team, including regular briefings and involvement in local walkabouts, as a means of further enhancing intelligence gathering by the team and developing relationships with ward members.	<ul style="list-style-type: none"> <li>• Invite elected members on local walkabouts as required.</li> <li>• Invite elected members to visit identified "hot spot" areas.</li> <li>• Consider ward members suggestions and use ward members' intelligence of the areas.</li> </ul>	Empty Property Officer (s)	July 2013	Ongoing
(b)	To investigate the development of an 'Empty Property – Council Aware' leaflet to provide local residents with reassurances that work is on-going in relation to an empty property and also to present further avenues for potential intelligence gathering.	<ul style="list-style-type: none"> <li>• Leaflet Produced.</li> <li>• To post in properties adjacent empty property.</li> <li>•</li> </ul>	Empty property Officer	August 2013	With Communications Team Awaiting approval
(c)	That the Housing Service and Empty Homes Team explore how to further support new and existing landlords to develop good practices, consistent approaches and strengthen relationships between private landlords and the local authority.	<ul style="list-style-type: none"> <li>• To invite landlords to landlords' forum</li> <li>• To invite landlords to "hot spot" areas to discuss</li> <li>• To deliver training workshop for landlords in identified topics.</li> <li>• To develop intranet with advice materials.</li> </ul>	Empty Property Officer  Access to Housing Manager	August 2013	Ongoing already do this.
(d)	That the Empty Homes Team investigates the potential for expanding the role of the team to incorporate commercial properties into their remit to provide an holistic approach to empty properties	<ul style="list-style-type: none"> <li>• Meet Environmental Services to define roles and responsibilities with regard to empty Commercial properties.</li> <li>• Design a customer led service with regard to empty commercial</li> </ul>	Principal Housing Manager	September 2013	Meeting Arranged to discuss

	management.	properties.			
<b>(e)</b>	That the Local Authority Housing Team look to monitor the impacts of welfare reform on both social and private housing across the City and look to provide area specific updates to Members through area committee arrangements.	<ul style="list-style-type: none"> <li>Access to Housing Team to develop actions including around impacts of welfare reform.</li> </ul>	Head of Strategic Housing Housing Benefits Manager Access to Housing Manager	tbc	In development and ongoing

### Appendix 3

#### Waste and recycling in Sunderland – Proposed Approach to Resident Engagement: Policy Review recommendations 2012/13

Ref	Recommendation	Action	Owner	Due date	Progress commentary
(a)	That further update reports be provided based on the findings of the investigative research. The investigative research will allow an intelligence led approach to the formulation of a plan for future waste and recycling communications activities	<ol style="list-style-type: none"> <li>1. Procurement exercise to appoint an agency to investigate the attitudes and behaviours of Sunderland residents towards recycling and waste, to inform future communications strategies. All submissions to include a schedule of research activities aimed at fulfilling the objective of the brief.</li> <li>2. Inception meeting</li> <li>3. Quantitative engagement and data collection – street survey and online survey</li> <li>4. Qualitative engagement and data collection – Focus groups</li> <li>5. Data collection and analysis</li> <li>6. Research findings – report and presentation</li> <li>7. Formulate a communications plan to include key actions and dates - directed by the research findings and recommendations</li> </ol>	<ol style="list-style-type: none"> <li>1. Communications Manager</li> <li>2. Communications Manager</li> <li>3. Communications Manager</li> <li>4. Communications Manager</li> <li>5. Communications Manager</li> <li>6. Communications Manager</li> <li>7. Communications Manager</li> </ol>	<ol style="list-style-type: none"> <li>1. April - June 2013</li> <li>2. June 2013</li> <li>3. July/ August 2013</li> <li>4. August/ Sept 2013</li> <li>5. Sept 2013</li> <li>6. Oct 2013</li> <li>7. Oct – Dec 2013</li> </ol>	Agency appointed June 2013
(b)	That the delivery of the new communications campaign be monitored including activities on promoting awareness and involvement	<ol style="list-style-type: none"> <li>1. Deliver phase 1 of communications campaign</li> <li>2. Seek feedback and opinion from residents and Members on key</li> </ol>	<ol style="list-style-type: none"> <li>1. Communications Manager</li> <li>2. Communications Manager and</li> </ol>	<ol style="list-style-type: none"> <li>1. Dec 2013</li> <li>2. March 2014</li> </ol>	



	in recycling and on tackling inappropriate waste presentation and fly tipping	<p>actions undertaken and engage Area Place Boards.</p> <p>3. Monitor and measure the impact of communications campaign through tangible indicators to include:</p> <ul style="list-style-type: none"> <li>i. Recognition of council messages</li> <li>ii. Feedback from residents</li> <li>iii. General monitoring of participation</li> <li>iv. % increase in tonnage recycle collected</li> <li>v. % reduction in reported fly tipping incidents</li> <li>vi. Success evaluation – Annual review</li> </ul>	<p>Waste Manager</p> <p>3. Communications Manager</p>	<p>3. March 2016</p>	
(c)	That further reports be provided on the progress on the delivery of a recycling incentives scheme, the impact on awareness and participation in recycling services and the impacts on recycling performance	<p>1. Recycling Incentives Scheme</p> <ul style="list-style-type: none"> <li>i. Intelligence gathering</li> <li>ii. Formulate campaign – directed by research findings and recommendations</li> <li>iii. Campaign launch and subsequent communications activities</li> <li>iv. Impact evaluation of activities undertaken to date</li> </ul> <p>2. General Periodic Reporting</p> <ul style="list-style-type: none"> <li>i. Update report followed by six monthly report updates (for the period of the campaign)</li> </ul>	<p>1. Communications Manager</p> <p>2. Communications Manager and Waste Manager</p>	<p>1. July – Sept 2013</p> <ul style="list-style-type: none"> <li>ii. Sept – Nov 2013</li> <li>iii. Dec 2013</li> <li>iv. March 2014</li> </ul> <p>2. April 2014 to March 2016</p>	