

North Sunderland Area Committee

4 January 2009

Report of the Chief Executive

North Sunderland a Prosperous Area Summary

1. Why has it come to Committee?

1.1 At its June meeting, the committee agreed its work plan for the 2009/10 municipal year and the Prosperous priority is the fourth to come to committee for discussion and consideration.

2. Description of Decision

2.1 Area Committee is asked to note the reports and the following **actions** identified in Annex 1a and 1b:

- Sunderland arc to provide progress reports/further information to Area Committee regarding current and future activities when available.
- Results from the 'Visible Workspace' project to be provided, once available.

3. Background

3.1 Across Sunderland North unemployment levels are lowest in Fulwell ward 2.9% and highest in Redhill ward 10.4%. The City average is 6.4%. Castle 7% and Southwick 9.8% are also higher than the City average. The level for St Peters ward 5.5% is lower.

There are a number of factors that impact on residents' ability to work; More residents are economically inactive (which means they aren't looking to work e.g. residents looking after a home, retired, students etc.) and levels are higher in Castle 44.67%, Redhill 44.84%, Southwick 46.46% than the City average of 39.36%. Contributory factors are the higher rates of permanently sick and disabled residents in these three wards. The percentage of benefit claimants in North Sunderland is 22.2%, which is slightly higher than the City average of 20.2%. All wards are above the City average with the exception of Fulwell 10.2% and St Peters 17.2% wards. The percentage of incapacity benefit claimants is higher than the City average of 10.9% across the same 3 wards Castle 12.5%, Redhill 15.1%, Southwick 15.6%

In North Sunderland job prospects are identified by residents as the eighth most important thing in making somewhere a place to live (from a range of 20 options). This is slightly lower than the City average.

3.2 Following the extensive programme of consultation with members, partners, community stakeholders and the wider community, the agreed priorities for this theme are:

- Build on strengths of the area and attract business investment
- Provide co-ordinated advice and support to businesses
- Co-ordinate work of advice and business support agencies
- Work with employers to develop relevant training packages to meet skills shortages
- Provide in-work support to those gaining new jobs
- Provide access to educational activities for all adults and raise aspirations and skills in relation to employability
- Co-ordinate approach to enterprise support and development

2.2 Who has been involved?

- Business Investment Team
- Strategic Economic Development Team
- Corporate Policy Team

2.3 Key Dates

- Aug 09: Initial meeting held with key partners to discuss priorities, what services are being currently delivered, any gaps, and general comments
- 30.11.09: Working Group to determine key priorities to be presented to January 2010 Area Committee
- 07.12.09: Pre meeting for Area Committee
- 18.12.09 : Report deadline for Area Committee
- **04.01.10 : Area Committee, discuss and agreed recommendations**
- 20.02.10 : Feedback deadline
- 01.03.10 : Area Committee: Feedback presented
- 03.04.10 : Deadline for End of year report for Area Committee
- 09.04.10 : Area Committee End of Year report presented

3. Prosperous Theme Area Summary

3.1 Attached as Annex 1 is the area summary for the Learning theme. The annex covers:

- Priorities agreed at Area Committee
- Background/Key Issues
- Current activity
- Any gaps, identified needs or general comments
- Actions and Proposals with lead organisations identified

4. Recommendation

4.1 Area Committee is asked to note all of the **actions** identified in Annex 1a and 1b:

- Sunderland arc to provide progress reports/further information to Area Committee regarding current and future activities when available.
- Results from the 'Visible Workspace' project to be provided, once available.

5. Background papers

- Sunderland Strategy Delivery Plans
- Local Area Agreements Delivery Plans
- Sunderland North Local Area Plan
- Information provided by partners and officers at a Prosperous workshop event August 2009 and one to one meetings

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Annex 1a: Sunderland North Prosperous Area Summary

Annex 1b: Developing an Economic Masterplan for Sunderland