

# **ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE**

13 DECEMBER 2010

## **SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: THE PARTNERSHIP APPROACH TO SUNDERLAND 'THE PLACE'**

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

**Strategic Priority: SP5 - Attractive and Inclusive City**

**Corporate Priorities: CI01 – Delivering Customer Focused Services, CI04  
– Improving Partnership Working To Deliver 'One City'**

#### **1. PURPOSE OF THE REPORT**

- 1.1 The purpose of the verbal update and presentation will be to provide members of the Scrutiny Committee with an overview of the work of the Attractive and Inclusive City Delivery Partnership in the context of the Scrutiny Committee's Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 The verbal update and 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 included receiving information regarding the work of partners in the context of Sunderland 'the Place'.
- 2.3 The Attractive and Inclusive City theme is one of the key priorities of the Sunderland Strategy and the Local Area Agreement. The focus of this priority is to ensure that Sunderland becomes a clean, green city with a strong culture of sustainability that nurtures its natural and built environment. A place that is recognised inside and outside the city as an attractive and accessible place to live, work, study and visit, with a high quality and welcoming physical environment.
- 2.4 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 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;

### **3. CONCLUSION**

- 3.1 Members are asked to receive the presentation from Sam Palombella, Chair of the Attractive and Inclusive City Delivery Partnership.

### **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.

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