

**At a meeting of the PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE held in the CIVIC CENTRE on WEDNESDAY, 18<sup>TH</sup> JANUARY, 2012 at 5.30 p.m.**

**Present:-**

Councillor Mordey in the Chair

Councillors Ball, Bell, Ellis, Gallagher, P. Gibson, Howe, Snowdon and Wilson

**Apologies for Absence**

An apology for absence was submitted to the meeting on behalf of Councillor S. Foster.

**Declarations of Interest**

There were no declarations of interest made.

**Minutes of the Last Meeting of the Committee held on 14<sup>th</sup> December, 2011**

1. RESOLVED that the minutes of the last meeting of the Committee held on 14<sup>th</sup> December, 2011 be confirmed and signed as a correct record.

**University City Policy Review 2011/12 –Visit to University of Sunderland**

The Chief Executive submitted a report (copy circulated) on proposals for the Committee to visit the University of Sunderland on Thursday 9<sup>th</sup> February, 2012 as part of the Committee's Policy Review into Aim 1 of the Economic Masterplan.

(For copy report – see original minutes).

Jim Diamond, Scrutiny Officer presented the report and tabled an itinerary for the event which had been emailed to Members earlier that day. In addition the Chairman advised that it was hoped the proposed timetable would allow the Committee to catch the new low carbon bus service that operated between the University sites.

Members welcomed the opportunity to undertake the visit however Councillor Gibson advised that it clashed with another event he was due to attend at Portland School. He asked if it was possible to arrange the visit for another date.

The Chairman having asked Mr. Diamond to contact David Donkin, Assistant Director of Sunderland University to investigate the possibility of rearranging the date, it was:-

2. RESOLVED that approval be given to the attendance of Members on a Committee visit to the University of Sunderland on Thursday 9<sup>th</sup> February, 2012 subject to no alternative date being identified.

### **Wearmouth Masterplan and Design Code: Supplementary Planning Document**

The Deputy Chief Executive submitted a report (copy circulated) which informed Members of the responses received following public consultation on the Wearmouth Masterplan Design Code Supplementary Planning Document and which sought the Committee's comments on the revised document.

(For copy report – see original minutes).

Dan Hattle, Interim Deputy Manager, presented the report together with Peter Lawson, Principal Planner and Mike Lowe, Principal Planner. Members were informed that the adoption of the Wearmouth Masterplan and Design Code as a Supplementary Planning Document (SPD) would help facilitate the proper planning and regeneration of the buffer zone to the candidate World Heritage Site at Wearmouth, in accordance with the overarching planning policies for the area. The SPD would provide a robust mechanism for protecting the Outstanding Universal Value of the cWHS. Members attention was drawn to the plan displayed which showed how the view of St. Peter's from the River would be protected. The SPD would be used by developers as a basis for preparing detailed proposals for the buffer zone and would be afforded significant weight as a material consideration when determining future planning applications.

Any comments from the Committee would be reported to Cabinet on 15<sup>th</sup> February, 2012 when agreement would be sought to approve the Wearmouth Masterplan and Design Code as a Supplementary Planning Document.

In response to an enquiry from Councillor Howe, Mike Lowe advised that there was an ongoing archaeological strategy for the World Heritage Site (One Monastery in Two Places) led by Durham University. Recent bore hole samples had been taken from an area to the South of the Church. This had been carried out to investigate historical changes to the course of the river and associated landforms. There were no plans to put in any trenches. The majority of the archaeological data had been acquired via document searches. As and when any development took place the County Archaeologist would be approached.

Councillor Gibson stated that the World Heritage Status bid had been launched during his Mayoral year and he was aware of discussions at that time referring to major archaeological digs having taken place in the past.

Mr. Lowe advised that Professor Rosemary Cramp of Durham University had undertaken digs at St. Paul's and St. Peter's during the 1960s and 1970s. This had coincided with the demolition and redevelopment of Hall Garth Square which was close to St. Peter's. The digs were limited to an area to the South of the Church. Councillor Snowdon using an internet link to the Wearmouth Jarrow website confirmed that the digs had taken place between 1963 and 1978.

The Chairman having thanked, Mr. Hattle, Mr. Lowe and Mr. Lawson for the report, it was:-

3. RESOLVED that it be reported to Cabinet that the Committee welcomed and endorsed the amended Wearmouth Masterplan and Design Code Supplementary Planning Document.

### **Sub National Economic Development and the North East Local Enterprise Board**

The Chief Executive submitted a report (copy circulated) on a proposal to hold a special meeting of the Committee to consider Sub National Economic Development and the role of the North Eastern Local Enterprise Board.

(For copy report – see original minutes).

Jim Diamond, Scrutiny Officer presented the report informing Members that given the scale of the issues involved it may be appropriate to hold a half day event sometime during February. Members having advised that the 9<sup>th</sup> and 10<sup>th</sup> of February should be avoided, it was:-

4. RESOLVED that approval be given to hold an extraordinary meeting of the Committee, on a date to be arranged, to consider issues regarding Sub National Economic Development and the role of the North Eastern Local Enterprise Board.

### **Work Programme 2011-2012**

The Chief Executive submitted a report (copy circulated) appending the current work programme for the Committee's information.

(For copy report – see original minutes).

The Chairman advised that following Councillor Bell's request that an item on the Mary Portas report into the Future of the High Street be accommodated within the Work Programme, this would be considered at the April meeting, as would feedback from the Committee's previous Policy Reviews. Councillor Charlton would also be invited to attend the meeting.

5. RESOLVED that the information contained within the Work Programme be received and noted.

**Forward Plan – Key Decisions for the Period 1<sup>st</sup> January, 2012 – 30<sup>th</sup> April, 2012**

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<sup>st</sup> January, 2012 to 30<sup>th</sup> April, 2012 which related to the Prosperity and Economic Development Committee.

(For copy report – see original minutes).

6. RESOLVED that the contents of the Executive's Forward Plan for the period 1<sup>st</sup> January, 2012 to 30<sup>th</sup> April, 2012 be received and noted.

The Chairman then closed the meeting having thanked everyone for their attendance and contribution to the meeting.

(Signed) M. MORDEY,  
Chairman.

**SKILLS AND EMPLOYMENT DEMAND STUDY**

**REPORT OF THE CHIEF EXECUTIVE**

**STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY**

**CORPORATE PRIORITIES: C101: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'**

**1. Purpose of Report**

- 1.1 To receive a report on the findings of the Sunderland Skills and Employment Demand Study 2011.

**2. Background**

- 2.1 Andrew Perkin (Lead Policy Officer for Economy and Sustainability) and David Ord (Policy Officer) will provide a report on the outcome of the Skills and Employment Demand Survey 2011.
- 2.2 The information provided by the Survey will feed into Employment and Skills Strategy that is currently being developed for the city.
- 2.3 A copy of the Executive Summary of the Survey is attached for information. A full copy of the report is also available in the members room or can be provided on request.
- 2.4 Members are invited to receive the presentation and ask questions on the information provided.

**3 Recommendation**

- 3.1 That the report be noted.

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# Sunderland Skills & Employment Demand Study 2011

## EXECUTIVE SUMMARY



## 1. Executive Summary

Sunderland City Council identified a need for greater demand side intelligence on skills and employment issues in Sunderland. Without such intelligence on local employer needs it is difficult to influence local training provision and ensure that the Sunderland workforce has the requisite skills to equip it for current and future labour market opportunities. Evidence is provided within this report which corresponds to a number of the key aims outlined in the Economic Masterplan. This research will support the development and implementation of projects as part of the Economic Masterplan, including a new Skills Strategy for Sunderland.

The overarching aim of this project is:

*To provide an overview of the current and future demand for employment, skills and labour in the City within key sectors and gather intelligence and data on recent workforce trends and labour forecasts.*

TBR and QA Research were commissioned to conduct this research in April 2011. The study covered a period of 4 months, reporting in August 2011. The research involved telephone interviews with 750 employers in and around Sunderland, 39 in-depth telephone discussions with key employers, training providers and strategically important stakeholders in Sunderland's economy and a research workshop with representatives from Sunderland City Council and other public and Voluntary and Community Sector (VCS) partners, who have a key role to play in shaping the future of the Sunderland economy. This report synthesises and distils the key messages from the different aspects of the research.

### 1.1 Economic and workforce profile

Sunderland's Economic Masterplan acknowledges that there is a need to support sectors that are capable of delivering employment growth within Sunderland over the next fifteen years. Currently Sunderland's economy, which was historically focused on coalmining and heavy industry, has focused on the following four sectors, which account for more than three quarters of jobs in the city:

- Public administration, education and health (30.5%),
- Retail and leisure (20.1%),
- All Manufacturing<sup>1</sup> (14.9%)
- Financial and related business services (14.2%).

In recognition of this, there is a need to take a broader approach to identifying sectors capable of delivering significant jobs growth in the Sunderland area. This study analysed the Sunderland economy, to identify key employment sectors and focus the research upon employers based within these key sectors.

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<sup>1</sup> The Advanced Manufacturing forms a key sector for the analysis within this report. Advanced Manufacturing is a relatively small component of All Manufacturing. The majority of employment in All Manufacturing comes within Basic Manufacturing, which is not analysed further in this report.

The following key sectors were identified:

**Table 1: Sunderland's key sectors**

Sunderland's key sectors	
Advanced Manufacturing	Food & Drink
Automotive Components	Health & Social
Basic Manufacturing	Leisure & Tourism (inc. accommodation)
Business Services	Professional, Scientific & Technical Services
Voluntary and Community Sector	Retail
Construction	Software
Creative & Media	Transport & Logistics
Engineering	Wholesale
Financial Services	

These were determined as 'key sectors' based on the range of economic indicators and their potential to create future jobs in Sunderland. Qualitative research was conducted and discussions with the client were held to understand which sectors are currently small, but have the potential to contribute future growth to Sunderland's local economy (e.g. software). Sectors which are not defined as key sectors make a very small contribution to employment or GVA in Sunderland (e.g. Utilities; Agriculture, Forestry, Fishing, Mining & Quarrying; Real Estate) or are expected to see a decline in employment in the future (e.g. Public Sector and Education).

### 1.1.1 Sunderland's workforce profile

Understanding the characteristics of the workforce is essential in order to plan interventions effectively. The opportunity was taken in this project to collect data that could not otherwise be accessed (much of the demographic and diversity data such as gender, ethnicity, age, disability is readily available from national statistics). As such, this analysis considers a range of variables from the telephone survey such as working patterns, labour turnover and residence of workforce that are not as commonly available. The workforce is split into four occupational groups – Management/Professional, Skilled/Technical, Sales, Admin and Process, Elementary<sup>2</sup>.

- 80% of organisations in Sunderland's key sectors employ 9 people or fewer, with 56% employing a workforce of between 1 and 4 people.
- Across the key sectors, employers have recruited an average 1.6 employees in the last 12 months and an average of 1.4 had left the organisation, evidencing modest growth in many companies.
- Across the key sectors an average of 28% of employers offer part-time contracts of less than 16 hours. Part-time contracts are more widely available in the Sales, Admin and Process (22%) and Elementary (33%) than they are in the Skilled/Technical (17%) and Management/Professional (11%) occupational groups. This observation reflects the general pattern of greater job security enjoyed by more senior occupational groups.

<sup>2</sup> It should be noted that workers in the Elementary occupational group are not 'unskilled'. The term Elementary does not indicate that workers performing these roles are without skills but connotes that they are performing tasks which are often relatively routine. Individuals rarely need specific qualifications to perform elementary occupation tasks, but will often need to undergo specific training to enable them to perform their role.



- Only 12% of employers across the key sectors employ people in the 16-18 age band. The sectors offering the greatest opportunity for employment to this group of young people are Leisure & Tourism and Food & Drink (26% and 23% respectively employ 16-18 year olds). Only 5% of employers in Retail employ 16-18 year olds, which is usually perceived as a strong sector for part-time work for young people.
- A higher proportion of employers (37%) include people aged 19-25 in their workforce. There appears to be much greater opportunities for employment for those in this group, with between 50-55% of employers in a number of sectors (ranging from Automotive Components to the Creative & Media Sector) employing young people in this group.

### 1.1.2 Future economic profile:

Within Sunderland's key sectors it is estimated that an additional 19,920 employees will be recruited over the next two years, with a relatively even split of people recruited in the next 12 months (9,550 or 48%) and the following 12-24 months (10,370 or 52%).

The majority of these new recruits (11,930 of 19,920) are expected to be in either Elementary or Sales, Admin and Process occupations, which tend to require relatively low level skills. Employers in the following sectors anticipate recruiting the greatest number of workers in the next 24 months:

- Food & Drink
- Health & Social
- Leisure & Tourism
- Transport & Logistics
- Construction<sup>3</sup>

The sectors that expect to recruit the most Management/Professional workers in Sunderland over the next two years are Food & Drink, Health & Social, Creative & Media, Transport & Logistics and Retail.

The sectors that expect to recruit the most people in Skilled/Technical occupations include Construction, Automotive Components, Food & Drink, Health & Social and Leisure & Tourism.

The sectors that plan to recruit the most workers into Sales, Admin and Process roles in the next two years include Construction, Food & Drink and Transport & Logistics.

The Food & Drink sector plans to recruit 5,000 Elementary workers in Sunderland over the next two years. Additionally, Leisure & Tourism, Voluntary and Community, Health & Social sectors plan to recruit a significant number of Elementary workers over the next two years.

At all occupational levels, Food & Drink is one of the sectors that plans to recruit the largest number of employees. However, given that this sector currently employs more people in Sunderland than any other sector this is perhaps to be expected.

Across the key sectors the pattern of employment growth which is forecast by Sunderland employers over the next 24 months appears to be relatively balanced, with recruitment anticipated across every key sector. Employers in the Wholesale, Advanced Manufacturing, Engineering and Financial Services sectors anticipate recruiting the fewest workers in the next 24 months.

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<sup>3</sup> It may seem strange that construction firms anticipate recruiting a significant number of people over the next two years given the difficult market conditions under which many firms in the sector are currently operating. However, this may be due to the fact that many construction firms have laid people off during the recent recession, coupled with the fact that construction firms often recruit large numbers of people on a non-permanent basis. As such the additional recruitment of construction workers may not increase the size of firms in the sector particularly significantly.

However it should be noted that Engineering and Advanced Manufacturing sectors account for the smallest share of employment<sup>4</sup> of any key sector in Sunderland, so the fact that they are projected to create relatively small absolute numbers of new jobs is not particularly surprising.

### 1.1.3 Consultation findings

The results of the primary research conducted in the course of this study are presented in this section of the report, with a particular focus on skills issues. For comparative purposes interviews were conducted with a sample of employers who are based in areas close to Sunderland (Chester-le-Street, Team Valley and Birtley). It should be noted that the telephone survey was conducted with a sample of employers from the key sectors listed above, rather than with employers from every sector of the Sunderland economy.

The key subjects broached in the telephone survey and depth interviews included:

- Skills shortages and recruitment difficulties
- Skills gaps
- Employment of young people and other people from disadvantaged groups
- Business development aspirations
- Qualifications and training issues
- Future skills issues

A distinction is made between employers experiencing skills shortages and those experiencing skills gaps. The two terms are defined as follows:

- **A skills 'shortage'** is where there is a lack of adequately skilled individuals in the labour market.
- **A skills 'gap'** is where individuals within the existing workforce have lower skill levels than are necessary to meet business objectives.

#### **Skills shortages:**

- One fifth (21%) of businesses that had recently tried to recruit had experienced difficulties. This compares with 22% amongst employers based outside Sunderland.
- Over half of Sunderland employers surveyed had experienced difficulty in recruiting to skilled/technical roles.
- The most frequently cited skills that employers struggle to access are 'technical skills' (36%) related to the sector.
- The employers that reported the highest proportion of difficulties were those in medium sized businesses (between 50 and 99 employees).
- The main reported impacts of skills shortages include an increased workload for others, lost business and increased operating costs.
- Due to higher unemployment, there may be a larger labour pool to draw on for employers in some sectors, resulting in a better choice of candidates.

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<sup>4</sup> As discussed previously, the Basic Manufacturing sector employs a far greater number of people. This is what causes All Manufacturing to be a major employer in Sunderland.

### Skills gaps

- 18% of employers in Sunderland's key sectors reported skills gaps. This is higher than the comparative figure for the outside Sunderland area of 16%.
- A slightly smaller proportion of employers in Sunderland reported skills gaps than the proportion that reported skills shortages in Sunderland, suggesting that this is a bigger issue for more employers than skills shortages.
- As with skills shortages, the sector with the largest proportion of employer reported skills gaps was Transport & Logistics.
- Just over half of employers reported skills gaps in skilled and technical roles.
- A difficulty in keeping up with change was the most frequently cited reason for skills gaps.
- As with skills shortages<sup>5</sup>, a larger proportion (36%) of medium sized businesses in Sunderland (with between 50 and 99 employees) perceive skill gaps in their workforce than smaller or very large businesses.
- Increased workload for others, increased operating costs and lost business were the most frequently reported impact of skills gaps in Sunderland.

### Employment of young people

Participants in the in-depth interviews articulated generally positive experiences of employing young people, although there were issues with the work readiness and discipline of younger employees. A number of (business and stakeholder) respondents noted that the schooling which young people had received was not suitable to find work. The result of this was that some young people would have a poor grasp of basic skills, which excluded them from job opportunities. There was a feeling that some young people are not sceptical about their ability to achieve their potential and that this dents their ambitions. Occasionally, young people give the impression that they lack sufficient 'drive' to try and become employable, with some suggestion that young people face pressure from their families not to accept work because of the impact (real or perceived) on household benefit entitlement.

The job market is perceived to be difficult for young people at the moment, whilst certain sectors are felt to only employ people with a certain (minimum) skills and experience level, which means that young people are precluded from employment in these sectors (e.g. software companies were seen to recruit people with experience which is beyond that which a young person could gain). Stakeholders felt that if the labour market is not responsive to young people, it can be challenging for the individuals, consigning them to periods of poor economic quality of life and associated difficulties.

Apprenticeships are seen as a valuable passage into employment for young people. Interview respondents noted that there needs to be more access for young people through this route.

Young people are felt to suffer from poor transport links within communities, which is a particular issue for those who cannot drive. Some interview respondents felt that young people were not prepared to travel. However, without accessible and scheduled transport, young people cannot access employment opportunities. There is also a need for transport to be affordable for young people. The cost of public transport can be a barrier to young people entering the workplace or accepting a work experience opportunity.

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<sup>5</sup> 46% of employers in this size band were found to have skills shortages

A key aim of Sunderland's Economic Masterplan is to create an inclusive city economy for all ages. A key component of this aim involves attracting and retaining young people in the city and ensuring provision of suitable employment opportunities for them. The Economic Masterplan also recognises the importance of providing children and young people with the skills required to support the local economy in the future.

### **Employment of people from disadvantaged groups**

Stakeholders felt that many firms did not employ people from disadvantaged groups as they were seen as a risk and that firms often had negative perceptions of people from disadvantaged groups. Some employers felt that they did not have the right type or enough work to offer positions to people from disadvantaged groups. Stakeholder interviews suggested that as a result of the employment market being tough at the moment, disadvantaged groups were affected disproportionately.

In employing people from disadvantaged groups, interviewed companies note a number of hurdles which exist, including CRB checks and legislation concerning working with vulnerable people. Furthermore, companies that use employment agencies have experienced people from disadvantaged groups being 'filtered out' from the selection process.

Some businesses noted that people from disadvantaged groups provided a valuable employment source. Businesses that were interviewed suggested that if training was subsidised and more information was provided to firms on the benefits of, or steps to take when, employing people from disadvantaged groups then this could make a positive difference in opportunities for disadvantaged individuals. Stakeholders also identified subsidies as being important for employing people from disadvantaged groups, helping to pay for training or equipment which aids the individual.

### **Business development aspirations**

Sunderland employers' recruitment intentions are tentatively positive over the next 24 months. Comparing the proportion of firms that **are** intending to recruit against the proportion that **are not** provides a basic index that enables straightforward comparison. Almost two fifths (39%) of employers surveyed indicated that they would be recruiting in the next 24 months; compared to 34% of employers that indicated that they would not – giving a headline index score of +5. The overall recruitment intentions of firms in the three areas studied outside Sunderland were slightly more positive than in Sunderland itself. Using the basic index, intentions over the next 24 months are +12.

The employers who do not intend to recruit cited prevailing macroeconomic uncertainty as the primary reason for not anticipating growth in their business, with some firms focusing on survival in the short term. The recruitment outlook for the Creative & Media (+43) and Business Services (+33) sectors is markedly more buoyant than the Sunderland average. Sunderland's Economic Masterplan identifies the Creative & Media sector as a specific economic opportunity for the future growth so it is encouraging to see that employers in this sector are optimistic about future prospects for growth in their firm. Furthermore, green industries, which use transferable skills from advanced engineering and manufacturing, were considered to be important future economic drivers. This again ties in positively with Sunderland's Economic Masterplan which outlines the area's ambition to become a national hub for low carbon technologies.

A greater proportion of respondents (49%) suggested that their demand for labour is likely to be driven by business expansion than by replacing existing workers (26%).

### **Qualifications and training**

Employers in Sunderland's key sectors are apparently ambivalent towards qualifications with the same proportion of employers (38%) viewing qualifications as either important or very important as the proportion of employers who deem an applicant's qualifications as not influential when recruiting a new employee. Employers felt that it was more important for applicants to possess experience, soft skills (such as communication, good presentation) and basic skills in numeracy and literacy. However, some qualifications can be a strong signal to prospective employers that individuals have these desired skills. Firms outside Sunderland were considerably more likely to recognise and value professional qualifications than firms within Sunderland.

Respondents who had previously experienced recruitment difficulties placed more value on qualifications than those that have not had these difficulties. This suggests that perhaps it is an absence of appropriately qualified applicants that have been the cause of their difficulties.

Vocational skills were seen as important to some employers, especially within Engineering or Manufacturing firms. Many firms and businesses in these sectors had a relationship with a local college or university, either formally (e.g. learning partnerships) or informally (e.g. individual contacts at a college). Interview respondents saw linkages between training providers and businesses as vital. Employers are seen to benefit through knowledge transfer, partnerships, and problem solving coming from close relationships. It was felt by stakeholders that these linkages need to be stronger, whilst many employers felt that in the future they would like to work closer with local universities and colleges.

Feedback from survey participants on their knowledge and understanding of the availability and benefits of training in their local area was generally positive. However, qualitative consultation with employers revealed that many of them were confused by the array of qualifications within the marketplace; for example many employers were unaware that it was possible to share an apprentice between more than one firm.

When asked about the methods used to provide training for staff, the most frequent selection made by respondents was 'on the job coaching' (57%), followed by 'training developed internally by the organisation itself' (48%) and 'mentoring', 'personal knowledge development' and 'NVQs' (all 31%).

The majority (65%) of training undertaken is fully funded by the firms themselves. However, some employers rely upon subsidies or grants to provide training and felt that their training and education programme might have to change in the future if this funding was cut. Stakeholders also commented that changes to funding for post 19 apprenticeships make it less financially viable for some companies to take people on. Some employers commented that economic pressures might make internal training more attractive in the next few years.

### **Future skills issues**

Customer Handling Skills and Oral/verbal Communication Skills were identified by employers in Sunderland's key sectors as the most critical to the success of their organisation over the next 24 months. Interview respondents saw that skills associated with the green economy would be important. There is also a need to retain skills which will be important after the economic downturn (but that may be at risk if a lack of job opportunities in certain sectors prevent workers from finding a job role which utilises their skills). For example, the construction sector will need skilled trades people when it starts to grow in the future.

There is a weak but discernible positive correlation between the number of people a firm employs and its anticipated demand for Elementary labour. Firms who have faced recruitment difficulties previously, place significantly greater emphasis on the importance of Skilled/Technical occupations to the growth of their business. When asked how they expected to satisfy demand in these occupational groups, the majority of respondents (69%) indicated that they intend to train existing staff. This was in preference to training new members of staff who have been recruited with the potential to develop into roles (44%) and to recruiting staff who already have the skills required (38%).

**NEW WEAR CROSSING -  
UPDATE**

**REPORT OF THE CHIEF EXECUTIVE**

**STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY**

**CORPORATE PRIORITIES: C101: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'**

**1. Purpose of Report**

- 1.1 To receive a progress report on the New Wear Crossing and consider the potential economic benefits for the city.

**2. Background**

- 2.1 Vince Taylor (Head of Strategy and Performance) and David Adby (Project Director) have been invited to the meeting to provide a presentation on the current position with regard to the New Wear Crossing and outline the potential economic benefits of the crossing for the city.
- 2.2 Members are invited to receive the presentation and ask questions on the information provided.

**3 Recommendation**

- 3.1 That the report be noted.

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**SUB NATIONAL ECONOMIC DEVELOPMENT  
AND THE NORTH EAST LOCAL ENTERPRISE  
BOARD**

**REPORT OF THE CHIEF EXECUTIVE**

**STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY**

**CORPORATE PRIORITIES: CIO1: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'**

**1. Purpose**

- 1.1 To confirm arrangements for a special meeting of the Committee on Sub National Economic Development and the role of the North Eastern Local Enterprise Board.

**2 Background**

- 2.1 In setting its work programme for the year, the Committee agreed to include an update on Sub National Economic Development and the role and progress of the North Eastern Local Enterprise Board.

**3 Current Position**

- 3.1 In view of the scale and importance of the issues involved, a special meeting of the Committee has been arranged for 1.30 pm on Tuesday 13th March 2012 in the Council Chamber, Civic Centre, Sunderland.

- 3.2 A detailed programme for the event is currently being developed, but confirmed speakers to date include:-

Gill Southern MBE, Director of Wessington Cryogenics (LEP Board Member)  
Angela O' Donoghue, Principal of Sunderland College (LEP Board Member)  
Dr Gill Bentley, University of Birmingham  
Vince Taylor, Head of Strategy and Performance, Sunderland Council

- 3.3 The North Eastern Local Enterprise Partnership covers seven local authority areas across Durham, Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland. With a population of two million and an economy valued at £32 billion per annum, it is the fourth largest of 28 Local Enterprise Boards in the UK.

- 3.4 The Partnership brings together local authorities, businesses, universities, colleges and the voluntary and community sector. The Board comprises nine employers,

seven council leaders and two education chiefs. The Partnership is chaired by Paul Woolston, senior partner at accountants PwC.

3.5 The LEP's vision is to rebalance the economy and create Europe's premier location for low carbon, sustainable, knowledge-based private sector growth and jobs. The Partnership will work to achieve four strategic priorities:

- Supporting Enterprise and Private Sector Business Growth
- Building on Key Economic Strengths
- Improving Skills and Performance
- Strengthening Transport, Connectivity and Infrastructure

#### **4. Recommendation**

4.1 The Committee is asked to consider the arrangements for the proposed special meeting of the Committee.

#### **5. Background Papers**

None

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**POLICY REVIEW - VISIT TO THE UNIVERSITY OF  
SUNDERLAND**

**REPORT OF THE CHIEF EXECUTIVE**

**STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY**

**CORPORATE PRIORITIES: CIO1: Delivering Customer Focussed  
Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104:  
Improving partnership working to deliver 'One City'**

**1. Purpose**

- 1.1 To confirm arrangements for a proposed visit to the University of Sunderland as part of the evidence gathering process for the Committee policy review into Aim 1 of the Economic Masterplan.

**2. Current Position**

- 2.1 As part of the policy review into the University City, arrangements have been made for a visit to the University of Sunderland to be held on Monday 12 March 2012. The visit will be hosted by David Donkin, Assistant Director.

- 2.3 The visit will include consideration of the following issues.

- an overview of the University and of its wider role in the city's economy/city region's economy. Any medium challenges and goals and their approach to collaboration;
- an overview of the University's role in economic leadership;
- a discussion of any research undertaken into the local economic impact of the University;
- an overview of the process of engagement with business;
- an opportunity to speak to students attending the University;
- visits to 2-3 departments/facilities with the most developed business interface and to any specific start-up or enterprise activity/programme/facilities.

- 2.2 The detailed programme for the day is still being developed but at this stage comprises:-

- 9.45 Arrive at City Campus (Science Block) - Greeted by David Donkin (Assistant Director)

Introduction to the University and its role in economic development (Prof Fiddler, Vice Chancellor and Chief Executive)

Tour of Health Sciences Complex and Design Centre

Walk via CitySpace to the Murray Library

Presentation by Students Union - their plans for the future and 'being a student in Sunderland'

12.30 Transfer to National Glass Centre for lunch and presentation on University 2 -campus strategy by Estates Department

2.00 Walk to Media Centre and see Radio Station, TV Studios, Digital Cinema and role of media and creative industries in economic development

Walk to Informatics Centre for presentation on University role in Sunderland Software City

3.30 Finish

### **3. Recommendation**

3.1 The Committee is asked to confirm the arrangements for a proposed visit to the University of Sunderland.

### **4. Background Papers**

None

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## **WORK PROGRAMME 2011-12**

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

**Strategic Priorities: SP3 – Prosperous 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 2011-12 Council year.
- 1.2 The work of the Committee in delivering its work programme will support the Council in achieving its Strategic Priorities of a Prosperous 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 16 June 2011 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 2011-12.

#### **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.

**PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE WORK PROGRAMME 2011/2012**

<b>REASON FOR INCLUSION</b>	<b>JUNE .06.11</b>	<b>JULY 27.07.11</b>	<b>SEPTEMBER 12.9.11</b>	<b>OCTOBER 26.10.11</b>	<b>DECEMBER 14.12.11</b>	<b>JANUARY 18.01.12</b>	<b>FEBRUARY 29.02.12</b>	<b>APRIL 18.04.12</b>
<b>Cabinet-Referrals and Responses</b>			Response to the 10/11 Policy Review – Low Carbon Economy			Wearmouth Masterplan (ML)		
<b>Policy Review</b>	Annual Work Programme and Policy Review 2011/2012 (JD)	Policy Review - Scoping Report - Aim 1 of Economic Masterplan – University City (JD)  Policy Review – Scene Setting (JD)	Policy Review – Evidence Gathering (JD)  Visit to Port (JD)	Policy Review - Evidence Gathering – Links with Business	Policy Review – Evidence Gathering (JD)  Visit to example of best practice – Sheffield Hallam University (VT)	Policy Review – Evidence Gathering (JD)  University of Sunderland visit (JD)	Policy Review – Evidence Gathering – Skills (JD)	Policy Review: Final Report (JD)
<b>Performance</b>			Performance Q1 (Mike Lowe)  Progress on Previous Policy Reviews (JD)		Performance Q2/ Policy Review Progress (Mike Lowe)			Performance Q3/ (Mike Lowe)  Update on Previous Policy Reviews (JD)
<b>Scrutiny</b>	City Centre Improvement Programme – Support for Business(GF)  Seaburn Masterplan (KL)  Forward Plan (SA)	Work Programme (JD)  Forward Plan (JD)	Work Programme (JD)  Forward Plan (JD)	North East Chamber of Commerce (Jonathan Walker)  Review into Tourism – Feedback (JH)  Port of Sunderland – Feedback from Visit (JD)  Work Programme (JD)  Forward Plan (JD)	Welfare Benefits (Fiona Brown)  Work Programme (JD)  Forward Plan (JD)	Sub National Economic Development - LEP (JD)  Work Programme (JD)  Forward Plan (JD)	Sub National Economic Development - LEP (JD)  Wear Bridge (VT)  Work Programme (JD)  Forward Plan (JD)	Portas Report  Work Programme (JD)  Forward Plan (JD)
<b>CCFA/Members items/Petitions</b>								

# PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

## FORWARD PLAN – KEY DECISIONS FOR THE PERIOD

### REPORT OF THE CHIEF EXECUTIVE

29 February 2012

#### 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 March 2012 – 30 June 2012.

#### 2. Background

- 2.1 The Council's Forward Plan contains matters which are likely to be the subject of a key decision to be taken by the Executive. The Plan covers a four month period and is prepared and updated on a monthly basis.
- 2.2 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 a decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.3 Members requested that only those items which are under the remit of the Committee be reported to this Committee. The remit of the Committee covers the following themes:-

*Inward Investment and Business Support; Regeneration; Improving employability; Encouraging economic prosperity; Boosting the skills and knowledge level of the workforce; City Centre; and Marketing & Tourism.*

- 2.4 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.

#### 3. Recommendation

- 3.1 It is recommended that the Committee considers the Executive's Forward Plan for the period 1 March 2012 to 30 June 2012.

#### 4. Background Papers

- 4.1 Forward Plan for the period 1 March 2012 – 30 June 2012.

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**Forward Plan -  
Key Decisions  
for the period  
01/Mar/2012 to  
30/Jun/2012**



**E Waugh,  
Head of Law and Governance,  
Sunderland City Council.**

**14 February 2012**

## Forward Plan: Key Decisions from - 01/Mar/2012 to 30/Jun/2012

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
01562	To approve the Public Health Transition plan	Cabinet	14/Mar/2012	Cabinet, Council Directorates, Council Partners connected to health agenda	Discussion and circulation of drafts of the plan through the Early Implementer Health and Wellbeing Board in early draft (public meeting) and advisory boards. Circulation of draft plan through the LSP and on the LSP website	Via the Contact Officer by 22 February 2012 - Health and Well-Being Scrutiny Committee	Public Health Transition Plan for Sunderland and Cabinet paper	Sarah Reed	5611134
01563	To approve the arrangements for admissions to schools in Sunderland for the academic year 2012/2013	Cabinet	14/Mar/2012	All Sunderland schools, CE & RC Diocese, neighbouring LAs, Commercial and Corporate Services	Distribution of documents and publication on website	Via the contact officer by 22 February 2012 - Children, Young People and Learning Scrutiny	DfE Guidance on school admissions	Val Thompson	5611372
01565	To approve the Local Authority Mortgage Scheme	Cabinet	14/Mar/2012	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meetings with interested parties	Via the Contact Officer by 22 February 2012 - Health and Wellbeing Scrutiny Committee	Full Report	Phillip Foster	5662042



## Forward Plan: Key Decisions from - 01/Mar/2012 to 30/Jun/2012

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
01556	To agree the new Equality Scheme for the Council and respond to the Equality Act 2010.	Cabinet	14/Mar/2012	Citizen Panel, Equality Forums, Voluntary Community Sector Forum, Employees	Briefing and attendance at group sessions.	Via Contact Officer by 22 February 2011 - Management Scrutiny Committee	Cabinet report and Equality Scheme	Jane Hibberd	5614587
01561	To approve the Highway Maintenance Programme for 2012/13.	Executive Director of City Services	18/Apr/2012	Member with Portfolio for Attractive and Inclusive City; Utility Companies; Elected Members;	Meetings; Correspondence	In writing to Decision Taker by 21 March 2012 - Environment and Attractive City Scrutiny Committee	Key Delegated Decision and Report	Graham Carr	5611298
01564	To approve the new Landlords Accreditation Scheme.	Cabinet	18/Apr/2012	Cabinet, Service Users and Ward Members, Portfolio Holders	Briefings and/or meeting with interested parties	Via the Contact Officer by 21 March 2012 - Sustainable Communities Scrutiny Committee	Full Report	Alan Caddick	5662690