

Prosperity & Economic Development Scrutiny Committee

15 December 2010

Performance Report Quarter 2 (April – September 2010)

Report of the Chief Executive

1.0 Purpose of the report

The purpose of this report is to provide Prosperity & Economic Development Scrutiny Committee with a performance update relating to the period April to September 2010. This quarter the report includes:

- Progress in relation to the LAA targets and other national indicators.
- Progress in relation to the Economic Challenges Policy Review and Working Neighbourhood Strategy Policy Review Recommendations.
- Results of the annual MORI residents survey which took place during May to July 2010

2.0 Background

- 2.1 Members will recall that a new performance framework was implemented during 2008/2009. This includes 198 new National Indicators which replaces previous national performance frameworks. As part of this new framework 49 national indicators have been identified as key priorities to be included in the Local Area Agreement (LAA). Performance against the priorities identified in the LAA and associated improvement targets have been reported to Scrutiny Committee throughout 2009 as part of the quarterly performance monitoring arrangements. The LAA priorities have been a key consideration in CAA in terms of the extent to which the partnership is improving outcomes for local people. CAA was introduced in April 2009 to provide an independent assessment of how local public services are working in partnership to deliver outcomes for an area. However, the coalition government have abolished CAA with immediate effect. Progress in the LAA will continue to be monitored through 2010/11 (which is the last year of the agreement) through the Council and the Sunderland Partnership's performance management and reporting arrangements. The performance framework will be reviewed when further national direction is available to ensure that it is fit for purpose.
- 2.2 The annual Ipsos MORI residents survey was undertaken from May to July 2010. The survey takes the form of face to face interviews with 1215 residents across the city. The results in terms of the services within the committees remit are also incorporated into this performance report.
- 2.3 As part of the development of Scrutiny particularly in terms of strengthening performance management arrangements, Policy Review recommendations have been incorporated into the quarterly performance report on a pilot basis. The aim is to identify achievements and outcomes that have been delivered in the context of overall performance management arrangements to enhance and develop Scrutiny's focus on delivering better outcomes and future partnership working. The latest

progress report in relation to the Economic Challenges Policy Review and Working Neighbourhood Strategy Policy Review is included as **Appendix 1**.

2.4 **Appendix 2** provides an overview of the position for relevant national indicators and also any local performance indicators that have been retained to supplement areas in the performance framework that are not well covered by the national indicator set.

3.0 Findings

3.1 Consultation

The following chart shows that most residents speak well of Sunderland City Centre. Over three in five think it is good, compared with one in five who rate it poorly. Frequent visitors tend to be more positive; two-thirds of those who come at least once a month (67%) say they the City Centre is good overall.

Looking at individual aspects of the City Centre, satisfaction is highest with footpaths and pedestrian areas, things to do in the evening and signposting – about two in three people say these are good. Three in five also say this about the general cleanliness of the City Centre, its leisure and entertainment facilities and the shopping facilities.

Opinion is much more divided on new buildings and developments, with only two in five people rating these as good and one in five considering them poor. Similarly, only three in ten give future plans for the City Centre a favourable rating, compared with one in five who rate these negatively.

Attitudes to Sunderland City Centre

Q Thinking about Sunderland City Centre, how would you describe the following?



Ipsos MORI Base: 1,215 Sunderland residents aged 16+; interviewed 21 May – 25 July 2010

Source: Ipsos MORI 

'Net' attitudes to most aspects of the City Centre have either improved or remained steady over the last six years. In particular, scores have improved considerably for

the standard of cleanliness, with its 'net' good rating increasing from +27 in 2006 to +44 this year.¹

However, ratings for some other aspects are declining. This is particularly so for shopping facilities, a vital element of any urban centre. 'Net' good ratings have fallen from +56 down to +35. 'Net' ratings also continue to fall both for new buildings and developments and for future regeneration plans.

Young people aged 16-24 speak particularly well of the City Centre. For example, they are much more likely than residents aged 65+ to rate as 'good' the City Centre overall (81% compared with 53%) and shopping facilities (81% compared with 48%).

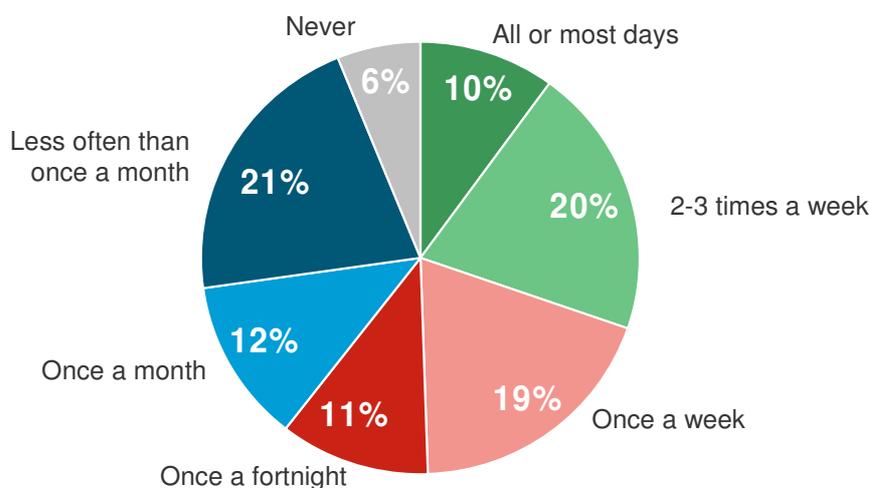
On the other hand, affluent residents are more critical. People in social grades A and B are more likely than the City norm to rate the shopping facilities as poor (38% compared with 25% overall), as well as future plans for regeneration (26% compared with 19%) and the City Centre overall (33% compared with 20%). Owner-occupiers are also more negative than others, which may be because they are more likely to be in grades A and B. For instance, three in ten (30%) say shopping facilities are poor, considerably more than among either social tenants (19%) or private sector renters (14%).

Attitudes also vary geographically, Coalfield residents being more satisfied with the City Centre than the Sunderland average (69% compared with 63%). Conversely, people are more critical in North and East Sunderland. For example, dissatisfaction with shopping facilities is greater in these areas than the City norm (33% in the North and 34% in the East compared with 25% overall).

More residents are frequent visitors to the City Centre, with 73% saying they go there at least once a month.

Visiting the City Centre

Q Now thinking about the Sunderland City Centre, can you tell me approximately how often you visit it?



Ipsos MORI Base: 1,215 Sunderland residents aged 16+; interviewed 21 May – 25 July 2010

Source: Ipsos MORI 

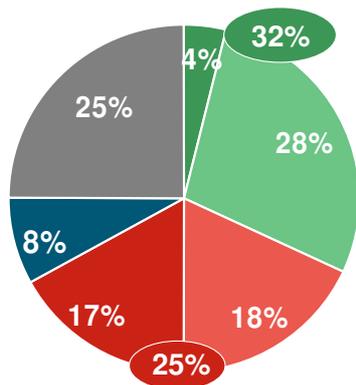
Three in ten residents (31%) agree that the Council's International Strategy is working, down from over a third (37%) in 2008. Residents were asked two new questions asking how well the strategy has created economic opportunities and increased local awareness of other cultures. They generally consider it to be more of a cultural than a business success. Two fifths (42%) say it has successfully raised local awareness of other cultures, compared with only a third (32%) who say it has created fresh job and business opportunities. Only one in seven (15%) think it has been unsuccessful at widening knowledge of other cultures, compared with one in four (25%) who say it has failed to create economic opportunity. In both cases, many people have no opinion either way or don't know.

The Council's international strategy

Q How successful or unsuccessful do think the Council and its partners have been in... ?

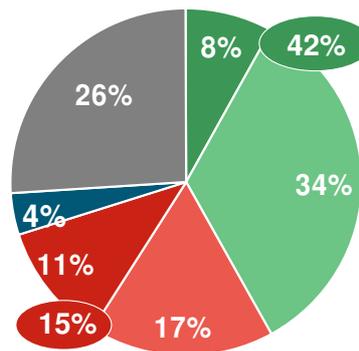
- % Very successful
- % Fairly successful
- % Neither / nor
- % Not very successful
- % Not at all successful
- % Don't know

... creating jobs and business opportunities by raising the city's profile in other countries



Ipsos MORI Base: Half of split sample in main survey (602)

... increasing awareness of other cultures among people in this city through activities in schools as well as city events and initiatives



Source: Ipsos MORI

More residents are frequent visitors to the City Centre, with 73% saying they go there at least once a month.

3.2 Performance

A full overview of performance can be found at appendix 1. The following section contains an overview of performance.

The percentage of working age population who are claiming out of work benefits has improved from 19.4% to 18.6%, based on current performance it is anticipated that the target of 19% will be achieved.

The percentage of the working population (16-59 for females and 16-64 for males) who are in employment has declined from 70.50% to 65.90%.

The rate of VAT business registrations per 10,000 resident population aged 16 and above declined from 33.20 per 10,000 population to 27.10 per 10,000 population based on this it is not anticipated that the target of 37.5 will be achieved.

However, the number of business starts in Sunderland as measured by new current business accounts opened at the major banks has risen by over 30% from the third quarter of 2008 to the third quarter of 2010 (from 353 to 460). More individuals are setting up in business, though given the current economic climate, fewer are crossing the VAT threshold.

3.3 Policy Review Recommendations

The recommendations agreed as part of the committees Policy Reviews will deliver a range of improvement activity. A full overview of progress is attached as appendix 2, the table below provides a summary of the number and percentage of each policy reviews recommendations that have been achieved, are on schedule to be achieved, are not now deliverable, or are not on schedule to be achieved.

Policy Review	Rag Key			
	★ Green (Recommendation achieved)	● Blue (On schedule)	⚠ Amber (Recommendation not deliverable)	▲ Red (Not on schedule)
Economic Challenges	6 (100%)	0	0	0
Working Neighbourhood Strategy	2(%)	6(%)	1(%)	0

3.0 Recommendation

- 3.1 That the committee considers the continued good progress made by the council and the Sunderland Partnership and those areas requiring further development to ensure that performance is actively managed.