







Appendix B

Prosperity and Economic Development Scrutiny Committee: University City: Policy Review recommendations 2011/12

Review Progress Summary				
 not on schedule	 on schedule	 undeliverable	 achieved	Total
2	0	0	5	7

Ref	Recommendation	Action	Owner	Timescale	RAG	Progress
A	The Council and University continue to investigate means of developing partnership working around Aim 1 of the Economic Masterplan in order to coordinate work on business growth and economic development and to make the most of available resources	Through the Aim 1 Group, the University, Council and other Partners will explore opportunities for co-ordinating activities aimed at stimulating business growth through the efficient use of resources. This will be instigated by the production of a detailed Aim 1 Delivery Plan. This will be supplemented by the actions identified in the emerging Enterprise & Innovation Strategy	Andrew Perkin, Lead Policy Officer, Economy & Sustainability	Dec 2012		Update: Mar'13: Working through the ELB Aim 1 Group, the Council, University and other partners have established strong partnership working mechanisms to develop the Enterprise & Innovation Strategy (Jan'13), the Creative Industries Strategy (Dec'12), and to work together to identify future challenges in relation to economic and business growth (on-going)
B	That the University, Council and other delivery partners continue to work together to ensure that business advice and guidance is provided in a coordinated and complementary manner along the lines of a one stop shop approach	Through the Aim 1 Group, key partners and stakeholders (including the University and Council) will actively work together to provide co-ordinated business advice and guidance. The first step will be to understand the range of provision across all partners/delivery agents. Business support services will be mapped as part of the Enterprise & Innovation Strategy, and the intelligence shared with partners to review and update on a frequent basis – via the Aim 1 group. This information will be used to	Andrew Perkin, Lead Policy Officer, Economy & Sustainability	Oct 2012		Update: Mar'13: A number of activities and measures have been implemented, including joint team meetings to share service activity and current workloads, identification of key contacts to promote to customers, and regular information sharing sessions between customer-facing staff. In addition the ELB have agreed the new Enterprise & Innovation Strategy, which advocates further co-ordination of business advice and support between partners, including local



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		produce an Enterprise and business growth scoping document, to influence the emerging Enterprise & Innovation Strategy				and national providers.
C	That the University looks to further develop its links with the City's business community and increase its understanding of the needs of local businesses and the ways in which it can respond with appropriate expertise, support and guidance including through a large scale networking event or a high profile trade fair	<p>The University will review its links with the business community, and its business offer, and where appropriate, respond with services and support, including collaborative efforts, that develop closer business links</p> <p>Opportunities for networking events or trade fairs will be explored. This will include developing relationships with bodies such as the Sunderland Business Network, the NECC, etc.</p>	David Donkin, University of Sunderland	Mar 2013		<p>Update: Mar'13: A number of activities have been embedded into ways of working to support the University in developing links with the business community, including working with and supporting the Sunderland Business Group and the Sunderland Business Network, hosting a range of business networking activities and events . In addition, the University, working with partners, submitted a bid to the Regional Growth Fund to develop the "Business Hub". Although unsuccessful, the partners have agreed to work together to develop some of the bid components to support improved collaboration and co-operation.</p> <p>The Intern Factory is up and running and enables employers to recruit graduates into short and longer term roles. It is currently (Mar'13) advertising 20 available opportunities. (http://sunderlandinternfactory.co.uk/)</p>



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D	That the University should work to promote its profile in the city and better publicise and market its considerable strengths and successes including through the development of a promotional document summarising its contribution to the local economy and economic regeneration in the city and the region	The University will work with partners to maximise opportunities for improving profile and raising awareness of the University in the City, Through the Enterprise and Innovation Strategy, opportunities to showcase the significant contribution the University brings to the local economy will be highlighted.	David Donkin, University of Sunderland	On-going	<p>Update: Mar'13: Working with a range of partners, the University have promoted and publicised the activities they undertake for business, and have attended and hosted a number of business networking events to showcase the services of the University to business. Through the Enterprise & Innovation Strategy, the contribution the University makes to the local economy and business development is summarised. Additionally, further work is to commence through the Aim 2 Group (Low Carbon Economy) to highlight some of the economic sector strengths the City has, including the University's contribution to its development. This will be particularly useful in promoting the role of the University's business support role to a wider audience, regional, national and global.</p> 
E	That the University conduct further research into the factors surrounding the levels of retention of students; including the influence of the local jobs market and job opportunities	Graduate retention remains a significant challenge for the city. The University, working with other partners, will examine and investigate the barriers and opportunities to Sunderland	David Donkin, University of Sunderland	Dec 2012	 <p>The University are currently investigating the graduate retention issue and the associated issues, in particular the balance between graduate retention and the supply of</p>

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		achieving improved levels of graduate retention. This work will be supported by the Aim 1 Group				graduate level jobs in the local economy
F	That in order to further the economic growth and prosperity of the city, the University continue to work with partners in order to monitor and react quickly to help meet local skills requirements and to continue to develop links with local Further Education Colleges and schools	The University will work with the City Council to contribute to the development of the Sunderland Skills Strategy Working with partners and stakeholders, skills needs and requirements will be monitored, and where appropriate, the University will respond, engaging others and developing links with FE Colleges and schools	David Donkin, University of Sunderland	Dec 2012		The University and other partners are currently working on developing the Skills Strategy. However, understanding and addressing the skills needs of the local economy is a complex task. The purpose of the Skills strategy is to analyse the key skills challenges within the local economy, and provide strategic vision, direction, and priority actions to deliver a flexible and responsive workforce that adapts to economic change and enables the City to achieve its full economic potential. The final strategy is due for completion in June '13.
G	That the Council and the University work closely together to develop ways of linking and integrating the city campus to the rest of the city centre, improve access to the University around Chester Road and St Michael's Way and continue to improve the quality of the public realm.	Working through the Aim 3 group, opportunities for improved integration between the city centre and the city campus will be explored. Opportunities for improved investments in the public realm will also be explored.	Lee Cranston	On-going		A £75m City Campus Investment Framework has been agreed to facilitate further integration of the city campus within the City Centre. Recent activities to support this include the £6.5m redevelopment of the Priestman building, the completion of the Quad events space, designed to create civic links between the community and the university, and £5m investment in library facilities to provide sector leading

