

Washington Area PROSPEROUS theme

Priority 1: Promote and develop un-used business units and attract new businesses to Washington

- Develop and occupy un-used business units
 - Offer start up packages, enhanced packages for unique business
 - Provide empty or under used buildings or units to community groups
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Background and Current Activity

- Washington remains one of the regions key locations for manufacturing industry.
- The attraction of Nissan to Washington in the mid-1980s established the City as a global centre for automotive manufacturing. Around 5,000 people are employed at the plant, which produces up to 400,000 vehicles per annum for a worldwide market. This has been the most productive car plant in Europe every year since 1996, with the company's total investment in the City now exceeding £2 billion. There are another 5,000 people employed in key suppliers in the City, many of them located in Washington, including Unipres, Johnson Controls and Calsonic Kansei.
- Nissan's Sunderland site had been selected as the location for the company's new battery plant. Nissan will invest £200 million in the plant over the next five years, employing 350 people and producing 60,000 lithium-ion batteries annually. An announcement of which plant has won the contract to build the Leaf electric vehicle is expected soon, with the City Council working hard to secure production for Sunderland.
- The City Council has been instrumental in facilitating the development of the 45 acre Turbine Business Park. This was previously part of the Nissan's site, and has scope for 600,000 sq.ft of workspace and 4,000 jobs. As well as brokering the land sale, the City Council is undertaking infrastructure works to facilitate development of the site. The disposal of land allowed Nissan to develop a £4.5 million, 215,000 sq.ft. logistics centre, helping to further increase productivity.
- The City is continuing to attract new investment in the Nissan supply chain. For example, another Japanese component supplier has just confirmed that it is moving to the City, with an official announcement expected soon.
- Other major manufacturing companies located in Washington include Hillarys Blinds and Walker Filtration. Tanfield Group has recently established a major production facility in the area, where it manufactures a range of electric vehicles.
- Among a number of large employment sites in the area, Pattinson Industrial Estate is home to Asda's regional distribution centre and HM Revenue & Customs, which has its Child Benefit Centre at Waterview Park. These operations employ around 5,000 people between them, providing jobs in the service sector to compliment the area's manufacturing focus.
- The City Council has worked closely with major employers to secure strategic investments at the 44 acre former Dunlop site in Washington. BAE Systems confirmed that it would be relocating 300 staff from its Royal Ordnance site in Birtley to a new £33 million, 280,000 sq ft plant at Radial 64. Work is now underway on developing the plant. At the same time, Rolls Royce is to move 350 staff from its Pallion site to a new plant at Radial 64. Work starts on the 150,000 sq.ft. aero engine facility in 2010, with the new site being fully operational by 2016.

- At a local level, work with SMEs to facilitate growth is underway. For example, Armour Plastics employs 50 people manufacturing shower trays and has received a grant to support an expansion project that involved the company relocating from Pennywell to larger premises on Pattinson North Industrial Estate. The expansion has already led to the creation of 8 jobs.
- Through the emerging Local Development Framework, work to secure the release of around 60 acres of land from the greenbelt to the north of Nissan (land adjacent the aircraft museum) is underway. This would allow the creation of a new business park for strategic investment projects linked to the Low Carbon Economic Area. If all goes according to plan, the site could be made available within 18 months.
- In order to secure the long-term attractiveness of Washington for investment, the City Council is carrying out a comprehensive survey of industrial estates in the area. Work is currently underway to address the key findings, with signage being the first issue to be tackled.
- The 'Visible Workspace' project, through Working Neighbourhoods Funding (WNF) is a demand survey being carried out to look at all opportunities to develop workspace across the City. Results will inform further work to match up the supply and demand for premises/workspace at specific locations.
- The WNF programme has launched 'just the job' campaign, this will evaluate and promote success of the WNF funded projects and focus on raising aspirations and opportunities across the City.
- The WNF programme has brought a significant level of funding to the City: 2008/2009 - £8.590m; 2009/2010 - £10.456m and 2010/2011 - £10.904m
- As part of the Government's Solutions for Business initiative to simplify and streamline services, a Sunderland Business Support Network has been established. The Network meets regularly to discuss and co-ordinate activity. Business support agencies hold weekly meetings to discuss individual cases and ensure they are being offered relevant support.
- Sunderland City Council works with a number of local advice providers and funders to ensure you can access basic advice and information on starting your own business, near to where you live. These local organisations can give advice on starting a business.
- Libra Network <http://www.librasunderland.co.uk/>. Libra is a network of local advice providers that works together to ensure that you receive advice from the provider(s) best placed to help you.
- Business Link in the North East <http://www.businesslink.gov.uk/>. Business Link in the North East provides local businesses with a single point of access to local business support services.
- Enterprising Futures <http://www.enterprisingfutures.org>. Enterprising Futures is a business start-up and enterprise development service. It is operated by a consortium of organisations including Gentoo.
- Sustainable Enterprise Strategies <http://www.ses.coop/>. SES offers 1-2-1 self employment business start up advice and training, social enterprise start-up and development, business planning, advice on insolvency, debt and bankruptcy for businesses and advice on legal company structures. The service is aimed at micro businesses, (small to medium sized enterprises).
- Sunderland Enterprise Consortia (SEC) is a unique and long established Wearside based partnership that is focused upon the stimulation and development of enterprise within the City of Sunderland. Each partner brings a specialist route way

and reach to the stimulation and growth of the enterprise market within Wearside The consortia, including SES, BIC, SNCBC, FISCUS, Gentoo and Sunderland City Council, have designed an intensive Enterprise Talent Scout initiative funded through Working Neighbourhoods Funding. The activities of the SEC is backed up by a small and larger grant fund to help new businesses develop and existing businesses grow.

- Talent scouts and business advisers are working throughout Sunderland to target new potential entrepreneurs and support them on the route to setting up in business. SEC promotes self-employment, social enterprise and aims to increase business creation amongst people from the City of Sunderland, including residents from deprived communities and under-represented groups and/or individuals. The objective is to capture the imagination and engage Wearside residents via Talent Scouts and Community Enterprise Coaching, delivering intensive customer facing support whilst supporting and assisting residents to access business start up support. In terms of Business starts, the Enterprise Activity of partners has supported the start up of new enterprises, including an artist, an entertainer, a design consultant and a builder.

Actions

1. Results from the 'Visible Workspace' project to be provided, once available.

Lead: Office of the Chief Executive

2. Complete audit re condition of industrial sites across Washington and feedback outcomes to Area Committee.

Lead: Business Investment Team

3. The Area Committee are consulted on the emerging Local Development Framework.

Lead: Office of the Chief Executive

4. Information received on the amount of beneficiaries from Washington who have benefited from the Working Neighbourhood Fund.

Lead: Office of the Chief Executive

Priority Two : Help people get a new job by providing suitable work-related training courses.

- Raise awareness of opportunities and support available to enrol onto training courses
- Deliver lifelong learning courses locally
- Engage with recruitment agencies to find out what local employers require from the labour market
- Encourage the private sector to adopt more friendly working policies

Background and current activity

Current Activity

- e-government team provides access to IT skills and training through Electronic Village Halls, in a non formal environment.

- Business Improvement and Advice Services Team, through the Carers Strategy, are assisting Carers and ex-Carers into employment, offering advice and guidance on vocational training and sources of funding. They are currently pilot placing people with learning disabilities into NHS placements. In addition, the team have established a Volunteering Programme in Haul Services which recruits, trains and places volunteers in a variety of roles within the [Learning Disability Service](#) and in [Sunderland Community Mental Health Partnership](#).
- The Volunteering programme in HHAS recruits trains and places volunteers in a variety of roles within the Learning Disability Service and the Sunderland Community Mental Health Partnership.
- Health, Housing and Adult Services (HHAS) clients are using Direct Payments scheme to pay for college courses to enhance changes in the workplace.
- A new Transitions Team has been set up to ensure vulnerable young people who have been receiving care and support from Children's Services have a smooth transition into adulthood and receive the care and support they need.
- Sunderland City Council's Family, Adult and Community Learning Service (FACL) have a range of learning programmes designed to engage hard to reach adults.
- Job Linkage is a nationally accredited Information, Advice and Guidance service, with over 11 years experience of delivering community based employment services. Co-ordinated by Sunderland City Council it aims to 'Link Local People to Local Jobs'. There are 13 Job Linkage outlets across the City, based in community settings.
- Employability skills courses are being developed to be delivered in 2009/10. These courses are aimed at developing individual's skills so that they become sustainable in the local economy in terms of participating in volunteering opportunities or progressing into options that will lead to future employment.

Actions

5. Track progress of students and in particular how many students continue with vocational training at higher level and/or secure training/employment in related field

6. Explore opportunities for employment training with developers implementing strategic regeneration projects.

7. Develop multi-agency strategies to ensure Sunderland workforce is equipped with appropriate skills to support potential growth sectors identified through Economic Masterplan.

Lead: Learning Partnership and Prosperous and Economic Partnership