

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

17 JANUARY 2011

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: PROGRESS REPORT

REPORT OF THE CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

Corporate Priorities: CIO1 – Delivering Customer Focused Services, CIO4 – Improving Partnership Working To Deliver 'One City'

1. Purpose of Report

- 1.1 This report informs members of progress on the Scrutiny Committee's Policy Review for 2010/11 into Sunderland 'the Place'

2. Background

- 2.1 Following the initial scoping of the Policy Review on 12 July 2010, members have commenced evidence gathering in relation to Sunderland 'the Place'.

3. Current Position

- 3.1 The aim and terms of reference for the Policy Review can be found at **Appendix 1**.

Project Plan

- 3.2 At the Committee meeting of 18 October 2010 members agreed the approach to be taken in regard to gathering the evidence for the Policy Review. Attached for members information is an updated illustration (**Appendix 2**) which outlines the various activities and evidence gathering that will be undertaken throughout the review process. The plan seeks to finalise the evidence gathering arrangements in the coming months. Throughout the review process members will be provided with an up-to-date plan reflecting confirmed dates and additional information.

Evidence Gathering To Date

- 3.3 This is the third report to Committee detailing the progress of the policy review, further detail regarding evidence gathering as listed below can be found in previous Policy Review Progress Reports;
- Scene Setting Presentation (Policy Review Progress Report, 15 November 2010)
 - Legible City Report (Policy Review Progress Report, 15 November 2010)
 - Findings of the Prosperity and Economic Development Scrutiny Committee's Policy Review 09/10: Tourism and Marketing (Policy Review Progress Report, 15 November 2010)
 - Economic Masterplan (Policy Review Progress Report, 13 December 2010)

- Visit to Sunderland University (Policy Review Progress Report, 13 December 2010)

3.4 At the Committee meeting held on 13 December 2010, members received a presentation from the Chair of the Attractive and Inclusive City Delivery Partnership about the role of partnership working in the context of the policy review. This item of evidence principally contributes to Terms of Reference B and C.

3.5 The main points from this presentation and discussion were;

- The Attractive and Inclusive Delivery Partnership covers a wide remit and brings together the street scene, housing, heritage, community, environment and transport agendas;
- The Delivery Partnership has contributed in a number of different place shaping areas including the Green Infrastructure Strategy, Legible City and the City Villages;
- Partnership working increases information sharing, maximises effort and reduces duplication, for example the Partnership has been able to complement existing community facilities in the Pennywell area through its understanding of what is already in place;
- The broad remit of 'place shaping' means that it cuts across a number of portfolios, it is therefore vital that the agenda is looked at strategically and across all partner and council directorates and departments; and
- Whilst it is acknowledged that having a strong sense of place is important for the city it should also be noted that a balance needs to be achieved, as there could also be some negative implications such as an increasing insularity within communities and making them less adaptable to change.

3.6 On 17 December 2010, the Committee were due to meet with Sharon Hodgson MP to gain her views regarding Sunderland 'the Place'. Unfortunately this had to be cancelled at short notice and has been rescheduled for 11 February 2011 from 11.30am – 12.30pm in Committee Room 5.

3.7 On 12 January 2011, members will attend an event at the Creative Cohesion Building to learn more about Sunderland's International Profile and the work the local authority, in partnership with the business community, is doing to raise the city's profile at an international level, as well as the ongoing work within schools in the city. The Scrutiny Officer will provide an update regarding this event at the Committee meeting.

Further Evidence Gathering

3.8 Further evidence gathering activities confirmed for January and February 2011 are as follows;

Method	Activity	Location	Date and Time	Terms of Reference (Appendix 1)	Additional Information
Formal Committee Meeting – 17 January 2011	Reputation and Influencing Programme (Deborah Lewin, Director of Communications and Marketing)	Committee Room 1, Civic Centre	17 January 2011, 6pm	A, B, C, D, G	
Formal Committee Meeting – 17 January 2011	Evidence from the Media (Rob Lawson, Editor of Sunderland Echo) (Written evidence from the BBC)	Committee Room 1, Civic Centre	17 January 2011, 6pm	G	
Task and Finish Activity 1: People	Feedback from Area Chairs re Sunderland 'the Place'	Committee Room 1, Civic Centre	24 January 2011, 2pm-4pm	D, E	
Task and Finish Activity 2: Place/Economy	Sunderland Association Football Club	Stadium of Light	2 February 2011, 10.00-11.30am	A, B, C, D	Programme to be finalised

4. Recommendation

- 4.1 That members of the Environment and Attractive City Scrutiny Committee note and comment on the information provided.
- 4.2 That members note the dates of the forthcoming task and finish activities and indicate whether they are able to attend.

5. Background Papers

- Minutes of the Environment and Attractive City Scrutiny Committee; 12 July 2010; 20 September 2010, 18 October 2010, 15 November 2010 and 13 December 2010.
- Policy Review Progress Reports; 15 November 2010 and 13 December 2010

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Appendix 1

Sunderland 'the Place' Policy Review: 2010/11

Aim of the Review

The aim of the review is;

To understand the concept of Sunderland 'the Place' and the associated issues around its identity and image, as well as the perceptions people have of Sunderland.

Terms of Reference

The review will consider the following issues related to Sunderland 'the Place':

- (a) To explore what it means to have a strong sense of place, how important this is for Sunderland, and what benefits this may bring;
- (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;
- (e) To investigate how people who live, work and study in the city view Sunderland, the place;
- (f) To investigate the approaches taken by other local authorities where there is evidence of success and progress; and
- (g) To gain an understanding of Sunderland's position both regionally and nationally, and ensure that the city is being represented appropriately by external bodies including the media

Appendix 2

Environment and Attractive City Scrutiny Committee: Policy Review 10/11: Sunderland 'the Place' Evidence Gathering Approach

People

Task and Finish Activity 1: Residents perceptions of Sunderland

Chair: Cllr Kelly*

Objective: To understand Sunderland's 'story' and how people who live in the city view Sunderland as a place

24 January 2011, 2pm-4pm: Feedback from Area Chairs

24 – 28 January 2010:
Community Spirit Focus Groups – understanding Sunderland's 'story'

Additional Activity:

18 October 2010:
Members to receive copies of the 'Sunderland Book' and the Economic Masterplan

November 2010: Royal Mail invited to make a contribution to the review in terms of the differing postcodes across the city

Date to be confirmed: Evidence from Sharon Hodgson MP

Evidence from Portfolio Holder(s) (date to be confirmed)

February/March (date to be confirmed):
Informal meeting to discuss conclusions and recommendations

Scrutiny Committee Meeting:

Chair: Cllr Miller

20 September 2010:

- Scene Setting Report
- Legible City

18 October 2010:

- Approach to the Review
- Chair of Prosperity and Economic Development Scrutiny Committee: Tourism and Marketing in Sunderland

15 November 2010:

- Progress Report
- Economic Masterplan in the context of Sunderland 'the Place'

13 December 2010:

- Progress Report
- Partnership Approach to Sunderland 'the Place'

17 January 2011:

- Progress Report
- Reputation and Influencing Programme
- Evidence from the Media

14 February 2011:

- Progress Report

14 March 2011:

- Draft Policy Review report

11 April 2011:

- Final Policy Review report

Place/Economy

Task and Finish Activity 2: Partner Activity and Profile

Chair: Cllr E Gibson*

Objective: To understand the role and responsibilities of partner organisations in developing the image and sense of place of the city and understand Sunderland's position nationally and internationally

26 November 2010, 9.30am – 11.30am:
University of Sunderland

12 January 2011, 1.30pm-4.15pm: International Profile

2 February 2011, 10.00-11.30am:
SAFC and SAFC Foundation

***task and finish activities open to all members of the Scrutiny Committee**