

**Prosperity and Economic Development Scrutiny Committee**  
**Economic Masterplan; Aim 1 A New Kind of University City: Policy Review recommendations 11/12**

Ref	Recommendation	Action	Owner	Due Date	Progress Commentary
(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	<ul style="list-style-type: none"> <li>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.</li> <li>This will be supplemented by the actions identified in the emerging Enterprise &amp; Innovation Strategy</li> </ul>	Andrew Perkin, Lead Policy Officer, Economy & Sustainability	Dec 2012	
(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	<ul style="list-style-type: none"> <li>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.</li> <li>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 &amp; Innovation Strategy, and the intelligence shared with partners to review and update on a frequent basis – via the Aim 1 group.</li> <li>This information will be used to</li> </ul>	Andrew Perkin, Lead Policy Officer, Economy & Sustainability	Oct 2012	

Ref	Recommendation	Action	Owner	Due Date	Progress Commentary
		produce an Enterprise and business growth scoping document, to influence the emerging Enterprise & Innovation Strategy			
(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	<ul style="list-style-type: none"> <li>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</li> <li>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.</li> </ul>	David Donkin, University of Sunderland	Mar 2013	
(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	<ul style="list-style-type: none"> <li>The University will work with partners to maximise opportunities for improving profile and raising awareness of the University in the City,</li> <li>Through the Enterprise and Innovation Strategy, opportunities to showcase the significant contribution the University brings to the local economy will be highlighted.</li> </ul>	David Donkin, University of Sunderland	On-going	

Ref	Recommendation	Action	Owner	Due Date	Progress Commentary
(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	<ul style="list-style-type: none"> <li>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 achieving improved levels of graduate retention. This work will be supported by the Aim 1 Group.</li> </ul>	David Donkin, University of Sunderland	Dec 2012	
(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	<ul style="list-style-type: none"> <li>The University will work with the City Council to contribute to the development of the Sunderland Skills Strategy</li> <li>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</li> </ul>	David Donkin, University of Sunderland	Dec 2012	
(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.	<ul style="list-style-type: none"> <li>Working through the Aim 3 group, opportunities for improved integration between the city centre and the city campus will be explored.</li> <li>Opportunities for improved investments in the public realm will also be explored.</li> </ul>	Lee Cranston	On-going	

