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| CABINET MEETING – 22 JUNE 2011 EXECUTIVE SUMMARY SHEET – PART I | |
| Title of Report: ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE: SUNDERLAND THE PLACE POLICY REVIEW FINAL REPORT | |
| Author(s): Environment and Attractive City Scrutiny Committee, Chief Executive and the Executive Director of City Services | |
| Purpose of Report: To set out the recommendations of the Environment and Attractive City Scrutiny Committee following its review into Sunderland ‘the place’. | |
| Description of Decision: The Cabinet is requested to consider the Environment and Attractive City Scrutiny Committee’s Policy Review Final Report and approve the recommendations contained within the report. To assist the Cabinet in its determination of either approving or rejecting the proposed recommendations of the Environment and Attractive City Scrutiny Committee, attached as Appendix A is the proposed Action Plan for the implementation of these recommendations which has been prepared in consultation with the appropriate Portfolio Holder(s). | |
| Is the decision consistent with the Budget/Policy Framework? Yes | |
| If not, Council approval is required to change the Budget/Policy Framework | |
| Suggested reason(s) for Decision: The recommendations and comments of the Scrutiny Committee reflect the findings of a detailed review of the service area. | |
| Alternative options to be considered and recommended to be rejected: There are no alternative options recommended. | |
| Is this a “Key Decision” as defined in the Constitution? <div style="text-align: center;">Yes</div> | Relevant Scrutiny Committee: Environment and Attractive City Scrutiny Committee |
| Is it included in the Forward Plan? <div style="text-align: center;">Yes</div> | |

**ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE:
SUNDERLAND 'THE PLACE'**

**REPORT OF THE ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY
COMMITTEE, CHIEF EXECUTIVE AND EXECUTIVE DIRECTOR OF CITY
SERVICES**

1. Purpose of Report

- 1.1 To advise Cabinet of the recommendations arising from the Environment and Attractive City Scrutiny Committee's review into Sunderland 'the Place'.

2. Description of Decision (Recommendation)

- 2.1 The findings and recommendations of the Environment and Attractive City Scrutiny Committee be accepted. However, where there are any recommendations which have financial implications, these will be outlined in the Service Directorate's response, attached as **Appendix A**.

3 Background

- 3.1 The Environment and Attractive City Scrutiny Committee, at its meeting on 17 June 2010, agreed to focus on Sunderland 'the Place' as its Policy Review for 2010/11.
- 3.2 At a further meeting of the Committee on 18 October 2010 members agreed the approach to the review and the terms of reference. The aim of the review was to understand the concept of 'the Place' and the associated issues around its identity and image, as well as the perceptions people have of Sunderland.
- 3.3 The Scrutiny Committee narrowed the scope of its efforts to consider three main areas of work; (i) People, (ii) Partners and (iii) Profile. The Committee undertook a wide range of evidence gathering which included consultation with officers, partners, elected members and residents, as well as a local MP, Sharon Hodgson.

4 Key Points Arising from the Review

- 4.1 Several themes emerged during the evidence gathering for the policy review and the Committee was able to draw several conclusions listed below;
- The issue of place cuts across the strategic priorities within the Sunderland Strategy and Portfolio remits;
 - The heritage of the city is of significant importance to Elected Members, officers, partners, residents and students;

- In recent times, the city's Football Club and the concerts held at the Stadium of Light have increased Sunderland's profile substantially. Raising the profile of the city continues to be a priority for the council and partners;
- There must be consideration for 'local'. Satisfaction with a local area appears to be of equal importance to residents as satisfaction with the wider city;
- The lack of overnight accommodation continues to have a significant impact upon the city's economy and until there is a tipping point the Sunderland offer is limited;
- A major challenge highlighted by the Committee is the ongoing communication and shared vision not only with residents but also people outside of the city and it was felt a strengthened ambassador programme and ongoing relationships with the media would significantly help with this; and
- Whilst the city does have issues that need to be tackled, equally it has lots to offer and be proud of including heritage, green open spaces, the coastline, leisure facilities and events programme as well as the Football Club and the University of Sunderland.

5. Response of the Directorate(s)

- 5.1 To assist the Cabinet in its determination of either approving or rejecting the proposed recommendations of the Environment and Attractive City Scrutiny Committee, attached as **Appendix A** is the proposed Action Plan for the implementation of these recommendations which has been prepared in consultation with the appropriate Portfolio Holder(s).
- 5.2 City Services welcomes the report and the findings of the review. City Services notes the action plan but highlights areas where there is a resource implication as there is a need for further intensive work to fulfil the recommendation.

6. Reasons for Decision

- 6.1 The recommendations are intended to support the future development and improvement of the city going forward.

7. Alternative Options

- 7.1 The recommendations explore a range of potential options for the improvement and progress of the city's reputation, profile and attractiveness as a place to live, work and study.

8 Consultation

- 8.1 The findings in the report are the result of consultation and evidence gathering by the Scrutiny Committee. Consultation has taken place with Area Committee's, members of the council's Community Spirit Panel and students of the University of Sunderland. A more detailed list can be found in section 17 of the Sunderland 'the Place' Final Report.

9. Background Papers

9.1 The following background papers were consulted or referred to in the preparation of the report:

- Environment and Attractive City Scrutiny Committee's Policy Review 2010/11
Sunderland 'the Place' – Final Report

Appendix A

Environment and Attractive City Scrutiny Committee Sunderland 'the Place': Policy Review recommendations 2010/11

| Ref | Recommendation | Action | Owner | Due Date | Progress Commentary |
|-----|---|--|--------------------------------------|---------------|---|
| (a) | That there is a clear understanding of what the council and partners wish to achieve for Sunderland the Place and all activity should contribute to the core values of the council and the strategic objectives of People/Place/Economy | To refresh the existing Sunderland Strategy and partnership arrangements, taking into full consideration the findings of the review and ensuring that "place" is fully embedded | Assistant Chief Executive (SR) | April 2012 | Work has already commenced to refresh the existing overarching strategy with consideration being given to the values and the themes of People, Place and Economy. |
| (b) | That work continues across the council and partners to give the residents of the city opportunity to tell the story of Sunderland and its unique heritage, communities and natural assets | To seek opportunities to tell the story of Sunderland through community and cultural activities including festivals and events, heritage and tourism projects and library programme | Head of Culture and Tourism (CDA) | May 2012 | |
| (c) | That the findings from the review regarding signage for the University of Sunderland be considered by the Signage Group as part of a wider signage review for the city, referring to previous findings of the Legible City review | Consider signage for University of Sunderland in the wider review of City Centre signage. This work will endeavour to find a workable and affordable 'look and feel' for City Centre signage | External Communications Manager (JP) | December 2011 | Reading through Legible City recommendations. Small delivery group has met and an initial scoping document is being prepared. |

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| (d) | That residents, community groups and historical societies be involved in the development of the City Villages concept as articulated in the Economic Masterplan | Process for consideration of city village concept as a practical tool to involve residents, community groups and historical societies in developing and testing | SPPM | September 2011 | |
| (e) | That work be undertaken by the council and partners to identify forecasted future demand for hotel accommodation in the city in order to identify any capacity issues in hosting visitors to the city | To review the current information collected re accommodation capacity and take-up across the city and implement an improved and sustained working relationship with local businesses | Head of Culture and Tourism (CDA) | May 2012 | |
| (f) | That the council's communications be developed to explore innovative and effective methods of promoting positive outcomes for the city, locally, nationally and internationally | <p>Communications is looking at new strategic communications models, as well exploring tactical delivery opportunities, such as new technologies</p> <p>In addition a strategic international Investment Marketing campaign is being developed now as part of the Reputation and Influencing Programme</p> | <p>External Communications Manager (JP)</p> <p>Director of Communications and Corporate Affairs (DL)</p> | <p>November 2011</p> <p>September 2011</p> | |

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| (g) | That the city's Ambassador Programme be further developed with a structured role definition and programme of work, and residents, businesses, council staff and high profile persons originating from Sunderland be invited to join | The city's ambassador programme is currently being reviewed as part of the Reputation and Influencing programme, with a view to developing a more structured approach and annual programme of events for both business and community ambassadors | Director of Communications and Corporate Affairs (DL) | December 2011 | |
| (h) | That the impact of efforts made to raise the profile of the city be continually monitored to ensure tangible economic benefits to the city are achieved | To review the existing data collection (STEAM / Visitor Surveys) to establish a baseline against which to monitor the economic benefits of an enhanced tourism and visitor profile | Head of Culture and Tourism (CDA) | Sept 2011 | |