

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

15 NOVEMBER 2010

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: SUNDERLAND ECONOMIC MASTERPLAN

REPORT OF THE CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

Corporate Priorities: CI01 – Delivering Customer Focused Services, CI04 – Improving Partnership Working To Deliver 'One City'

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the presentation will be to provide members of the Scrutiny Committee with an overview of the recently launched Sunderland Economic Masterplan in the context of the Scrutiny Committee's Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 The presentation (**attached as Appendix 1**) will inform/contribute to the Scrutiny Committee's policy review for 2010/11 into Sunderland 'the Place'.

2. BACKGROUND

- 2.1 At its meeting on 17 June 2010 the Scrutiny Committee agreed to focus on Sunderland 'the Place' as the Policy Review for 2010/11 and agreed the aim of the review and terms of reference at its meeting on 12 July 2010.
- 2.2 At its meeting on 18 October 2010 members of the Scrutiny Committee agreed the proposed approach to the policy review. The evidence gathering included receiving a presentation regarding the delivery of the Sunderland Economic Masterplan in the context of Sunderland 'the Place'.
- 2.3 Work began the Sunderland Economic Masterplan in May 2009. Cabinet agreed a proposed vision and set of 5 aims in December 2009.
- 2.4 The proposed vision for the Sunderland Economic Masterplan is for Sunderland to be 'An entrepreneurial University City at the heart of a low carbon regional economy'. This vision is supported by five aims of which the development of a strong sense of place and of city identity is key to achieving;

- **Aim 1 ‘A new kind of university city’** We want Sunderland to be a vibrant, creative and attractive city, with a strong learning ethic and a focus on developing and supporting enterprise, with the University of Sunderland at its heart.
- **Aim 2 ‘A national hub of the low-carbon economy’** We want to use the opportunities offered by new low-carbon technologies to stimulate economic activity in Sunderland. This Aim emphasises the city’s national potential and the need to showcase projects such as electric vehicles.
- **Aim 3 ‘A prosperous and well-connected waterfront city centre’** The city centre is important to Sunderland and the wider region. It will fulfil its purpose only when more people work in it and more people spend time and money there. The city’s position on the waterfront is an important part of its sense of place and enhances Sunderland city centre’s distinctive role in the region. Connectivity is both external, to improve the city centre’s credentials as a business location, and internal, to make it better and easier to enjoy.
- **Aim 4 ‘An inclusive city economy – for all ages’** We want to improve opportunities for people of all ages and sections of the community, targeting unemployment in particular. “Inclusive” means not just physical accessibility to the city’s economic centre but addressing social exclusion. Sunderland should also concentrate on tackling the decline in the number of younger people working and living in the city.
- **Aim 5 ‘A one city approach to economic leadership’** We want to improve economic leadership in the city.

2.5 On 21 July 2010, Cabinet gave its final approval to the Sunderland Economic Masterplan and launch events took place at the Stadium of Light in Sunderland and London on 18 and 19 October 2010.

2.6 The presentation will contribute principally to the following terms of reference for the Policy Review;

- (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;

3. CONCLUSION

- 3.1 Members are asked to receive the presentation from Vince Taylor, Head of Strategic Economic Development

4. RECOMMENDATION

- 4.1 That Members consider and comment on the information provided.

5. BACKGROUND PAPERS

- Minutes of the Environment and Attractive City Scrutiny Committee – 12 July and 18 October 2010.
- Cabinet agenda 21 July 2010

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