

ECONOMIC PROSPERITY SCRUTINY COMMITTEE

AGENDA

Meeting to be held in the Civic Centre (Committee Room No. 1) on Tuesday 5th November 2019 at 4.30 p.m.

Membership

Cllrs Blackburn, Blackett, M. Dixon, Fagan, Foster, Jackson, Jenkins, Marshall, Scullion, Taylor, Thornton (Vice Chairman) Turner (Chairman).

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5.	Annual Work Programme 2019/20 Report of the Director of People, Communications and Partnerships (copy herewith).	59

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Information contained in this agenda can be made available in other languages and formats on request

6. **Notice of Key Decisions**

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Report of the Director of People, Communications and Partnerships (copy herewith).

Part C – CCFA/Members Item/Petitions

No items.

Local Government (Access to Information) (Variation) Order 2006

The reports contained in Part II of the Agenda are not for publication as the Committee is considered likely to exclude the public during consideration thereof as they contain exempt information relating to the financial or business affairs of any particular person (including the authority holding that information) (Local Government Act 1972, Schedule 12A, Part 1, Paragraph 3). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.

Part II

7. **Minutes of the meeting held on 8th October, 2019 – Part II**

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(Copy herewith).

E. WAUGH,
Assistant Director of Law and Governance,
Civic Centre,
SUNDERLAND.

28th October, 2019.

At a meeting of the ECONOMIC PROSPERITY SCRUTINY COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on TUESDAY 8TH OCTOBER, 2019 at 4.30 p.m.

Present:-

Councillor D. Turner in the Chair

Councillors Blackburn, Blackett, M. Dixon, Fagan, Foster, Jackson, Marshall, Taylor and Thornton

Also in attendance:-

Mr Jim Diamond, Scrutiny Officer, Sunderland City Council

Mr Paul Wood, Principal Governance Services Officer, Sunderland City Council

Ms Sharon Appleby, Head of Business Operation, Sunderland BID

Ms Mandy Brown, Business Owner

The Chairman welcomed everyone to the meeting and introductions were made.

Apologies for Absence

Apologies for absence were submitted to the meeting on behalf of Councillors Jenkins and Scullion.

Minutes of the Last Ordinary Meeting of the Scrutiny Committee held on 10th September 2019

A copy of the minutes of the last ordinary meeting of the Scrutiny Committee held on 10th September, 2019 was submitted.

(For copy report – see original minutes).

1. RESOLVED that the minutes of the last ordinary meeting of the Scrutiny Committee held on 10th September, 2019 (copy circulated), be confirmed and signed as a correct record.

Declarations of Interest (including Whipping Declarations)

There were no declarations of interest made.

Business Improvement District (BID) – Annual Update

The Head of Member Services and Community Partnerships submitted a report (copy circulated) To provide the Committee with a progress report on the work of the Sunderland Business Improvement District (BID)

(For copy report – see original minutes)

Ms Sharon Appleby, Head of Business Operation for Sunderland BID presented the report and was accompanied by Ms Mandy Brown, a local business owner to address any queries Members may have.

Ms Appleby advised that the BID's priorities were City Pride, City Promotion and City Voice. They were in the process of recruiting for a second street ranger due to the success from the current employee, who worked closely with the Council and Businesses as the eyes and ears on the street, tackling issues from cleansing to graffiti removal.

With regards to Policing, Safety, Crime and Anti-Social Behaviour, Sunderland compared no differently to any other area. Retail crime increased during Christmas time and they were working with The Bridges, The Council and the Police on implementing operations. The BID and the Bridges had paid towards these in order to send out a strong message to the public.

Ms Appleby advised that they were looking at Hoardings used during construction, similar to other areas.

In relation to City Promotion, a food and drink festival had been held in May with more than 10,000 people in attendance. Lots of lessons had been learned for different ways of working but it had been very successful and plans for a repeat event were expected for pay day weekend next year.

Ms Appleby also advised of the Lights Out Halloween festival taking place between 25th October to 3rd November and the Christmas Festival of Light with an additional 150,000 people expected. The Chinese New Year plans were being worked on for a bigger event based around the Museum, Winter gardens and Park.

Councillor Blackett referred to a recent interaction a Ward Resident had with the BID over social media with regards to someone defecating in the street and the BID's response had made the national press and queried if they regretted the statement that was put out.

Ms Appleby commented that it hadn't been a statement put out, but a Facebook comment, which had been a mistake. The BID tried to support and intervene in all sorts of ways and whilst with this particular issue it was not the right thing to do in hindsight, it did highlight the types of issues businesses were facing currently and she would be happy to meet with the ward resident if need be.

Ms Brown, Business Owner wished to comment that she had been happy with the BID taking a hard-line approach on such issues.

Councillor Foster commented that a lot of negativity was aimed at the BID yet he believed they were doing a great job and enquired if the operators of the proposed STACK in Seaburn would be those same operators of the Tipi at Keel Square. Ms Appleby confirmed that it would be the same operators and that there were no plans for a more permanent offer of the tipi as unfortunately this was just for Christmas.

Councillor Foster commented that he was glad to see the Festival of Light was to be at Mowbray Park and suggested that as the crowds could lead down to the Museum there needed to be more PA systems for them to be able to hear.

Ms Appleby advised that the fireworks and lights switch on would be at Keel Square then people would be directed to the park rather than all of it being within Mowbray Park.

Councillor Taylor commented that he had heard the BID had struggled to engage with Market traders and queried if they had considered pop up shops. Ms Appleby commented that they would love to have these and be more flexible with incentives as there were empty units but some of these were not in the greatest of conditions that required work to become habitable. The BID was working on discussions for an independent district to be able to address the pop-up shop issue.

In response to Councillor Taylors' suggestion of a Tapas trail to increase footfall into the city, Ms Appleby advised that she hadn't thought of this, but it was an idea to explore and with restaurant week seeking ideas in order to raise its game they would give this consideration.

Ms Appleby also advised in response to Councillor Taylors enquiry over discussions with public transport providers for the festival of light, that there had not been discussions over additional provision but more on the timings scheduled and she had a meeting with Nexus planned to consider the opportunities on how we could move people around the city on smaller buses. It may be that there was a need to invest an additional resource.

Councillor Taylor suggested that a greater offer of public transport needed to be provided for residents to get home. Ms Appleby advised that she would look into this.

Councillor Jackson informed of a recent Stagecoach meeting in which it was advised of the reduction of the number of E bus service from the North Side and suggested that the poorly advertised £2 evening ticket be more widely publicised and possibly moved back to 6pm. Ms Appleby agreed that how a service was advertised as a package did have an effect and there was a need for all partners involved to look at what and if any investment could be made for a marketing campaign.

Councillor M. Dixon wished to congratulate the BID for all the work done behind the scenes and queried if there had been any concerns raised in relation to the rents businesses had to pay.

Ms Appleby commented that the main issues raised tended to be about the amount of business rates they had to pay. Ms Brown advised that rents and rates were most problematic as business owners felt they were so high in relation to what they received. Ms Brown commented that owners did not wish to move to out of town locations as they wanted to see the city centre succeed but circumstances were very difficult, and they needed help from somewhere.

Ms Appleby advised that some landlords were not based in the City therefore it was more difficult to try and negotiate with those as opposed to the local owners who understood the area and could be easier to deal with.

Councillor M. Dixon referred to the closure of Frankie and Benny's and the Chinese restaurant in Sunnyside and enquired if there was a problem in the area. Ms Appleby commented that it had been a potential concern that the Cinema and bowling alley

were not in the ideal place when looking at a masterplan but currently they were all trading well. Frankie and Benny's were not just a Sunderland specific issue as they were in trouble all over the country.

Ms Appleby also advised that they had worked with Sunnyside businesses in relation to marketing but lots more thought needed to be had in how to do this better.

Councillor Fagan referred to the sale of tickets for the Festival of Light and suggested businesses be able to sell them in their stores for those impulse buyers who wish to buy on spec. Ms Appleby advised that tickets were sold by the Council so she wasn't certain but would liaise with Victoria French to see if businesses could sell tickets on the Council's behalf.

Councillor Blackburn proposed the idea of road trains around the city centre. Ms Appleby advised that she had not looked at this but was maybe something to consider when there were more people on the City. She would look at this with the Council's transport department and partners, but they were considering a smaller shuttle bus during the festival, but this did go against the "step up" campaign underway.

Councillor Blackburn also suggested that people be encouraged to park at Seaburn/South Hylton and utilise the metro. Ms Appleby advised that this wasn't in the plan but she could give consideration to this.

Councillor Foster enquired if there were any plans to extend the parking schemes such places as the Cinema and Frankie and Benny's offered where your parking could be validated. Ms Brown advised that she believed the schemes worked well but they were open to be abused.

Ms Appleby informed the Committee that Sunderland were going to participate in a pilot scheme as part of a Car Parking initiative that was originally proposed to the Dragons Den programme. The scheme involved perks where customers received discounted parking whenever they made a purchase from participating businesses within the City Centre.

The Chairman commented that at the recent heritage forum, the lack of signage was raised as an issue and queried if this was being addressed. Ms Appleby confirmed that there was due to be lots more of new modern signage and also new maps informing of distance and stops available before the events. They were also looking at more digital signage with a whole range of things coming together.

In relation to the Chairman's query over the use of volunteers around the City Centre similar to Durham, Ms Appleby advised that those volunteers used for the Tall Ships event had been asked to continue in their role for future events and as part of the Mackem's smile ambassadorial roles training was provided to help talk and inform people about the City. We did not have these roles full time as Durham does but when the time was right in terms of tourism and the number of people coming into the city this could be warranted.

Councillor Jackson referred to the numerous shows that the Sunderland Empire have hosted which have drawn crowds into the city and suggested that local restaurants utilise the exposure by advertising within the car parks.

Ms Appleby advised that the local restaurants would have to pay for this themselves and the restaurants surrounding the Empire Theatre tended to do well when a show was on but this didn't reach further into the city.

Councillor Jackson informed that Sunnyside car park still had old marketing paraphernalia for restaurants that had long since closed. Ms Appleby advised that she would have the Street Ranger take a look at this.

Councillor Taylor enquired if thought had been given to running a programme with the Council on tackling the excessive amounts of litter in the City and suggested the sticker on bins campaigns that had been utilised recently. Ms Appleby advised that there were stickers and such like on the majority of bins in the City Centre and better enforcement was being provided now, these campaigns would be refreshed before Christmas but they were continually looking for fresh, quirky ideas for better engagement.

In response to Councillor Blackburn informing of the Houghton Feast Parade in which there was a town crier to help guide people and give directions/photoshoots, Ms Appleby commented that this was a very good idea and provided a quirky service that wasn't just providing information.

Councillor Foster enquired if augmented reality technology had been considered to attract younger generations into the city. Ms Appleby advised that they did not have the smart city aspect yet as there wasn't free WiFi at present so youths were not that willing to use their own data allowances. They were giving consideration to infrastructure proposals with Businesses. Councillor Foster agreed to send Ms Appleby the details of trials carried out so far by the North Sunderland Area Committee.

In response to Councillor M, Dixon's request for the BID's opinion on how they would summarise their general relationship and progress made with local businesses, Ms Appleby advised that there was always room for improvement but they had worked hard with business over the last few years and she believed the relationship to be a strong one.

Ms Brown referred to the recent fire which occurred at Peacocks and advised that the BID had been there to support the owners of everyone affected and the relationship required the businesses to step up and work with BID to get best out of the arrangement, it was a two way street with room for improvement on both sides.

Having fully considered the report, the Chairman thanked Ms Appleby and Ms Brown for their attendance.

2. RESOLVED that the Committee considered the progress made by Sunderland BID and noted the report.

Annual Work Programme 2019-20

The Director of People, Communications and Partnerships submitted a report (copy circulated), setting out the current work programme of the Committee for the 2019-20 Municipal year.

(For copy report – see original minutes).

Mr Jim Diamond, Scrutiny Officer presented the report for Members information.

2. RESOLVED that the information contained in the work programme for 2019-2020 be noted.

Notice of Key Decisions

The Director of People, Communications and Partnerships submitted a report providing Members with an opportunity to consider the items on the Executive's Notice of Key Decisions for the 28 day period from 16th September, 2019 (copies circulated).

(For copy report and notice – see original minutes).

Mr Jim Diamond, Scrutiny Officer reminded Members to contact him if they required further information on any of the items included in the notice.

Councillor Blackburn sought further information in respect of the following items

170927/212 ('To approve in principle the establishment of a new police led Road Safety Partnership) embracing the Northumbria Force Area')

190905/400 ('To agree to procure a dynamic partner to support the development of a sustainable, affordable credit solution for council staff and city residents')

190521/358 ('To approve and make a capital contribution to Phase 4 of the Bridges comprising the redevelopment of the former Crowtree Ice Rink building to provide a new leisure use')

Mr Diamond having stated that he would follow up with the appropriate officers dealing with these items, it was:-

3. RESOLVED that the Notice of Key Decisions be received and noted.

The Chairman thanked Members and Officers for their attendance and closed the meeting.

(Signed) D. TURNER,
Chairman.

Note:-

The above minutes comprise only those relating to items during which the meeting was open to the public.

Additional minutes in respect of other items are included in Part II.

INDUSTRIAL STRATEGY- UPDATE**REPORT OF THE HEAD OF STRATEGY AND POLICY – NORTH EAST
LOCAL ENTERPRISE PARTNERSHIP****1. Purpose of the Report**

- 1.1 To receive a report from Richard Baker (Head of Strategy at the Policy North East Local Enterprise Partnership) on the Government's Industrial Strategy, the North East Local Industrial Strategy and their implications for the economy of the city.

2. Background*Government Industrial Strategy*

- 2.1 The Government's Industrial Strategy was published in 2017 and was intended to boost the UK's relatively low rate of productivity by supporting businesses to create jobs and increase the earning power of people in the UK with investment in schools, industries and infrastructure.
- 2.2 The first aspect of the Industrial Strategy includes a series of policies that impact on all sectors of the economy:-
- Ideas (R&D, innovation)
 - People (skills and education)
 - Infrastructure (broadband, energy, transport)
 - Business environment (support for specific sectors and SMEs)
 - Places (Local Industrial Strategies)
- 2.3 The second aspect of the strategy includes a series of specific partnerships with individual sectors and government. The sectors include aerospace; artificial intelligence; automotive; construction; creative industries; life sciences, nuclear; offshore wind, rail and tourism.
- 2.4 The final aspect of the strategy is a series of challenges facing the economy including:-
- AI and the data revolution (how to embed and maximise the advantages of AI and data)
 - Clean growth (low carbon technologies across the economy)
 - Mobility (low carbon transport, automation, infrastructure)
 - Aging society (healthcare and labour market challenges)

North East Local Economic Partnership (NELEP)

- 2.5 The NELEP is a public, private and education sector partnership responsible for promoting economic growth in the local authority areas of Sunderland, County Durham, Gateshead, Newcastle, North Tyneside, Northumberland and South Tyneside.
- 2.6 The NELEP works with partners to deliver the Strategic Economic Plan which is the principle strategic document for the North East. This is supported by an investment programme valued at over £760m over the period 2015-21. The focus areas for the NELEP are Business Growth; Innovation; Skills and Employment; Transport Connectivity and Investment and Infrastructure.
- 2.7 The NELEP has recently developed the North East Local Industrial Strategy. This is an evidenced based delivery plan extending to 2030 that is aligned to the UK's Industrial Strategy. The Local Industrial Strategy works with the Strategic Economic Plan to showcase the north east's particular economic assets and industrial strengths which can be developed in order to improve local productivity.

3 Current Position

- 3.1 Richard Baker (Head of Strategy at the Policy North East Local Enterprise Partnership) will be in attendance to discuss the Government's Industrial Strategy, the Local Industrial Strategy and their implications for the economy of the city.
- 3.2 Further information provided by the LEP on the development of the Industrial Strategy is attached for information. [Industrial Strategy - Amend.pptx](#)

4. Recommendation

- 4.1 The Committee is recommended to consider and comment on the issues raised during the discussion.

Contact Officer: Jim Diamond
Scrutiny Officer
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North East Local Industrial Strategy

Richard Baker
North East Local Enterprise Partnership
5 November 2019



Industrial Strategy

Industrial Strategy: Building a Britain fit for the future

Industrial Strategy

What is the UK Industrial Strategy?

Published by government in 2017, it sets out how the UK will create an economy that boosts productivity and earning power across the country

The vision is for the UK to:

- be the world's most innovative economy
- create good jobs and greater earning power for all
- have a major upgrade to its infrastructure
- be the best place to start and grow a business
- have prosperous communities across the country

To achieve this, it is important to ensure every part of the UK realises its full potential

Industrial Strategy



What is productivity?

Productivity measures how much output is produced by a given input

- for example, the value of the goods or services produced per worker within a region or sector

Improving productivity means more output can be produced with given inputs

Productivity matters because it is a key driver of economic growth, social prosperity and living standards. In the long run, a country's ability to raise living standards is almost entirely down to its ability to increase productivity

Industrial Strategy



Industrial Strategy approach

5 foundations of productivity – align to vision for transformed economy

- **Ideas:** the world's most innovative economy
- **People:** good jobs and greater earning power for all
- **Infrastructure:** a major upgrade to the UK's infrastructure
- **Business environment:** the best place to start and grow a business
- **Places:** prosperous communities across the UK

Industrial Strategy



Industrial Strategy approach (cont.)

Grand Challenges – to put UK at forefront of the industries of the future

- **AI and the data economy:** We will put the UK at the forefront of the artificial intelligence and data revolution
- **Future of mobility:** We will become a world leader in the way people, goods and services move
- **Clean growth:** We will maximise the advantages for UK industry from the global shift to clean growth
- **Ageing society:** We will harness the power of innovation to help meet the needs of an ageing society

Industrial Strategy



Industrial Strategy approach (cont.)

Industrial Strategy is informing range of funding

- Directly – e.g. National Productivity Investment Fund monies for Grand Challenges
- Indirectly – bids increasingly asked to demonstrate alignment with Industrial Strategy and/or LIS

Anticipated will also inform UK Shared Prosperity Fund – but not yet confirmed

Industrial Strategy



Local Industrial Strategies

Industrial Strategy

Local Industrial Strategies

Key policy under 'place' foundation:

Agree Local Industrial Strategies that build on local strengths and deliver on economic opportunities

Industrial Strategy



Objectives of LIS

Set out clearly defined priorities for how areas will maximise their contribution to UK productivity

Allow places to make the most of their distinctive strengths

Enable better coordination of economic policy at the local level and ensure greater collaboration across boundaries

Help inform local choices, prioritise local action and, where appropriate, help to inform decisions at the national level

Provide strategic overview which will inform Local Enterprise Partnerships' approach to any future funding deployed through them

Industrial Strategy



Development of North East Local Industrial Strategy

Industrial Strategy

Development of North East LIS

Clarifying relationship between Local Industrial Strategy and North East Strategic Economic Plan

Developing evidence base

Engagement with partners across North East

Engagement with government

Oversight by LEP Board and LIS Steering Group

Industrial Strategy



Relationship between Local Industrial Strategy and the North East Strategic Economic Plan



Industrial Str



Developing evidence base



Industrial Strategy



Engagement with partners across North East

Have engagement with wide range of regional partners through range of structures including:

- LEP Advisory Boards and working groups
- Regional structures including LA7 Chief Executives and Economic Directors
- Sub-regional structures including North of Tyne Industrial Strategy Steering Group
- Industry-led meetings, including some in relation to specific Sector Deals (e.g. Offshore Wind, Business Services)
- Range of other meetings with local authorities and other partners
- Engagement events
 - Review of productivity performance (14 February)
 - LIS Summit (16 July)

Industrial Strategy



Engagement with government

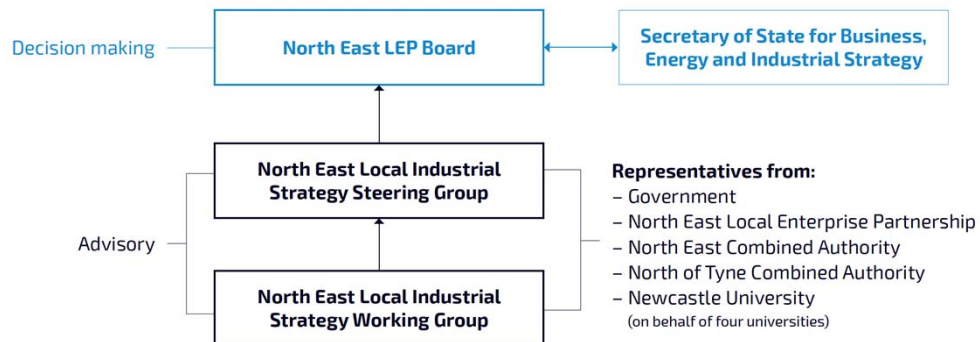
LIS is being co-created with government. Engagement has included:

- CLGU representation on LIS Steering Group and Working Group
- Meetings between regional partners and government department on range of topics – e.g. advanced manufacturing, ageing, skills, etc. (5 and 6 February 2019)
- Attendance at government briefings on grand challenges and sessions on best practice in improving productivity
- Evidence base reviewed by cross-Whitehall LIS Analytical Panel (5 June 2019)
- Priorities currently being developed in more detail for consideration by government departments

Industrial Strategy



Key structures



Industrial Strategy



Key issues raised during development process

Need to build on the North East Strategic Economic Plan and be outward looking

Need to express and build on our regional distinctiveness

Need to reflect priorities of regional partners – including local authorities, combined authorities, universities and businesses

Need to ensure LIS supports regional response to Brexit

Need to ensure our approach is inclusive/sustainable

Industrial Strategy



North East LIS vision

Industrial Strategy

North East LIS Working Group and Steering Group agreed the following vision for LIS

By 2030, we will be known as
a confident, creative, collaborative and connected
North East - making our mark on the world

Industrial Strategy



Confident

We'll be a place where people want to live, work, study and where businesses want to start, scale and be located

We'll have businesses and leaders that are confident to trade internationally and recognise the impact this has on their growth and resilience

We'll be a place full of people who are confident in their abilities, understand and have access to the huge opportunities available to them throughout their working lives

We'll be a region that thinks and acts globally by default

We'll tell the world about our strengths and achievements

Industrial Strategy



Creative

We'll generate ideas and innovations that are transformative and that tackle critical local, national and international challenges and work to ensure the region benefits from this creativity

We'll be early adopters of innovations and be known as the ideal testbed location for new technologies and approaches

We'll have a modern, productivity focused economy and culture that embrace creativity, adaptation and problem solving

As part of our ambition to make the North East the best place to live and work in the country, we will recognise and strengthen our unique and heritage cultural and natural assets and leverage them to increase inward business investment and improve life chances for people living here

Industrial Strategy



Collaborative

We'll think, act and work collaboratively across sectors, between and with communities and across geographical boundaries for a more inclusive, outward looking North East

Collaboration and competition between our businesses will drive productivity improvements

Our successful entrepreneurs will support those who are earlier in their enterprise journey to be the best they can possibly be

Industrial Strategy



Connected

People, goods and services will get to where they need to be, in a way that seamless, timely and has minimal impact on the environment

Digital connectivity will be central to helping people and businesses achieve their full potential

We'll be a region where our businesses, education and cultural institutions will leverage international connections and opportunities, for the benefit the region

A connected community where people can make positive progress, regardless of their protected characteristics, in education, businesses and the labour force

Industrial Strategy



Positioning the North East LIS

Industrial Strategy

Positioning the North East LIS

As outlined earlier, LIS needs to achieve a number of different objectives:

- Set out strategy for improving North East productivity
- Highlight the North East's key assets and how these can be leveraged to contribute to global challenges and to build industries of future, including through Grand Challenges and Sector Deals
- Position North East for future funding – including in areas beyond productivity

Combined, these make the LIS a relatively complex strategy. Challenges include:

- How to communicate the North East's approach concisely ('elevator pitch')
- How to ensure links are made between different objectives and that approach benefits all residents

Addressing these requires:

- Having small number of headline messages
- Ensuring linkages and how we will ensure all North East residents benefit are set out

Industrial Strategy

Headline messages

- North East has a 200-year track record in developing and deploying practical solutions in response to emerging economic and social opportunities
- This has allowed us to develop globally competitive businesses and industries and attract investment
- Our size and culture makes collaboration easy – and means successful approaches can spread and reach critical mass quickly
- The UK's diversity is reflected in the North East in terms of our industrial and spatial structure (mix of rural and urban and polycentric) and with areas of both prosperity and disadvantage
- ***Combined these make the North East the ideal location to develop, test, commercialise and deploy new approaches, technologies, products, services and business models***
- Within this, our focus will be on:
 - Technologies, products, services and business models in the areas where the North East has distinctive assets and competencies and there are substantial economic opportunities
 - New policy approaches to tackling the issues that are inhibiting productivity growth

Industrial Strategy



North East strengths and opportunities

Industrial Strategy

North East strengths and opportunities

Industrial Strategy identifies four Grand Challenges and a number of Sector Deals

- Intended to put UK at forefront of the industries of the future
- Important that LIS sets out how North East contributes to these, in turn securing investment and support

LIS should set out distinctive strengths and economic opportunities for their locality

- North East Strategic Economic Plan sets out areas of strategic importance and enabling services
- Commissioned review of North East sectors, assets and competencies to inform approach

Industrial Strategy



Recap on North East Strategic Economic Plan areas of strategic importance and enabling services

Four areas of strategic importance



Four service sectors to support growth and better jobs



Industrial Strategy



Review of North East sectors, assets and competencies

Assets and competencies examined across wide range of sectors:

- Digital
- Advanced manufacturing
 - Pharmaceuticals
 - Chemicals
 - Automotive
- Health and life sciences
- Energy
- Culture and visitor economy
- Financial, professional and business services
- Transport
- Education
- Construction

Industrial Strategy



INDUSTRIAL
STRATEGY



North East
Local Enterprise Partnership

Review of North East sectors, assets and competencies - recommendations

Need targeted interventions to enable North East to build on assets and competencies to deliver productivity gains and help UK be at forefront of industries of the future

- Appropriate geographic level for intervention varies

To exploit assets more effectively, North East needs to be

- Less fragmented, more coordinated
- More ambitious about scope to capitalise on assets
- Raise awareness of North East's assets and ensure maximising benefit of investments that have already been made into region

Industrial Strategy



INDUSTRIAL
STRATEGY



North East
Local Enterprise Partnership

North East strengths and economic opportunities

Based on the North East Strategic Economic Plan, the review of sectors, assets and competencies and discussions with partners, it is proposed that the LIS highlights four areas where the North East has key strengths and there are significant economic opportunities:

- A clean growth future through energy and environmental assets
- Transforming manufacturing: smarter, greener, global
- Innovating in health at a time of demographic change
- Driving digital and knowledge-based services

Industrial Strategy



A clean growth future through energy and environmental assets

Assessment of review of sectors, competencies and assets (in relation to energy):

- North East is strong in oil and gas, offshore wind, grid management and potentially hydrogen, with emerging opportunities in other renewables

Key assets in North East:

- Energy
 - Skills and technology base from oil and gas
 - Subsea technology with academic links
 - Power management (Integral)
 - Geology – geothermal, mine water
 - Storage reservoirs (ex oil and gas)
 - Academic research base (e.g. Durham Energy Institute)
 - Offshore Renewable Energy (ORE) Catapult
 - Smart grid management
 - Geography – port and coastal facilities



A clean growth future through energy and environmental assets (cont.)

Key assets in North East (cont.):

- Environmental
 - Rivers, coastline and ports
 - High quality and reliable water supply for households and commercial users
 - Expertise in Building Information Management
 - UK leading science and research in allied subjects including agri-tech
 - High performing utilities sector
 - Critical mass of public agencies interested in innovating in relation to natural assets

Industrial Strategy



A clean growth future through energy and environmental asset (cont.)

Key opportunities:

- Need to decarbonise economy, with increasing demand for solutions that help individuals, businesses and government's achieve this
- Water increasingly valued as a resource
- Increasing demand for solutions to prevent or/and mitigate flooding and drought
- Changes in funding post-Brexit are likely to lead to changes in land use

Alignment with Industrial Strategy and other national priorities:

- Clean Growth Grand Challenge
- Offshore Wind Sector Deal
- BEIS Local Energy Programme
- 'Blue Economy' Strategy
- Environment Plan

Industrial Strategy



A clean growth future through energy and environmental assets (cont.)

Proposed objective:

- The North East will bring together our natural, research, science, testing and business assets to make a significant contribution to accelerating the decarbonisation of the global economy

Key programmes:

- Energy
- Water and natural assets

Industrial Strategy



A clean growth future through energy and environmental assets (cont.)

Energy programme:

- **Energy for Growth**
 - Work in partnership with cross-sector organisations across the North East and Tees Valley to develop **a world-leading offshore energy cluster**, and specifically deliver on the priorities of the Offshore Wind Sector Deal and other economic opportunities of national importance e.g. oil and gas decommissioning
 - Coordinate energy innovation through the **North East Energy Catalyst partnership** who will connect and mobilise the region's energy innovation and demonstration and delivery assets as an integrated ecosystem
 - Establish a **regional accelerator** function to deliver regional energy needs and clean growth targets, as well as national clean growth and energy policy at scale
- **Sustainable energy masterplan**
 - Create an **energy masterplan** for the North East LEP geography, to inform continuous and coordinated planning, decision making, and investment strategy across the energy system in the region

Industrial Strategy



A clean growth future through energy and environmental assets (cont.)

Water and natural assets programme:

- A diversified land economy
 - Create a new **National Centre for Rural Science and Innovation** based in the region
 - Co-ordinate ongoing **support for rural business** growth through the Rural Growth programme helping to ensure that the region can successfully navigate these challenges
- Growth through a focus on water and waste
 - Co-ordinate and strengthen a range of water innovation activities into a UK leading **water innovation programme**
 - Foster further collaboration between regional partners and Government agencies on flood risk management, with a particular focus on **mitigating risks to key employment and industrial locations in the North East**. This will include strategic use of the Government's regional flood levy to focus on key industrial areas
 - Bring together a range of partners across the region working on water management, decommissioning and recycling projects to established a **regional circular economy programme** to promote more efficiency in the use of regional resources and deliver new growth

Indi



A clean growth future through energy and environmental assets (cont.)

How will we ensure North East residents benefit:

- Ensuring residents have skills to take up job opportunities created
- Ensuring employees displaced by move away from oil and gas are able to access roles in allied sectors
- Ensuring projects help reduce fuel poverty
- Creating new economic roles for former industrial towns through their energy, water and natural assets
- Trialing new approaches to community ownership of energy assets
- Ensuring access to natural environment is sustained and enhanced

Industrial Strategy



Transforming manufacturing: smarter, greener, global

Assessment of review of sectors, competencies and assets:

- Automotive manufacturing – North East is strong in high productivity manufacturing, electromobility and connected autonomous vehicles
- Chemicals manufacturing – North East has a well established base but is facing strong competition from larger clusters
- Pharmaceutical manufacturing – North East is strong in high productivity manufacturing, exploiting sharing of good practice between assembly and process manufacturing

Key assets in North East:

- Automotive manufacturing
 - High productivity manufacturing and links to process manufacturing
 - Electromobility
 - Power/grid management
 - Connected autonomous vehicles

Industrial Strategy



Transforming manufacturing: smarter, greener, global

Key assets in North East (cont.):

- Automotive manufacturing (cont.)
 - Nissan and supply chain ecosystem
 - Batteries, electrification
 - Clean growth challenge
 - Wider OEM footprint - Komatsu, Caterpillar etc and linkages to other related manufacturing sectors – e.g. rail which share supply chains – e.g. power trains, drives etc
 - Physical facilities – IAMP, CESAM
 - NEAA as strong widely accepted cluster leadership organisation
 - Digitalisation
 - East Coast port access
 - Automotive supplier base
 - Competitive/ mobile labour force within sector
 - Strong sub-cluster for heavy construction equipment
 - Test facilities – e.g. Nissan Test track and strong university expertise in relevant areas

Indus



Transforming manufacturing: smarter, greener, global

Key assets in North East (cont.):

- Chemicals manufacturing
 - Manufacturing base
 - Strong cluster leadership organisation
 - Research base – academic, CPI and FC, KCMC/industry (P&G, AkzoNobel, Thomas Swan, etc.)
 - National Formulation Centre (CPI)
 - Scale up expertise
 - Materials expertise
 - Surface and interface science - linkages into offshore wind (paints) and digital (Ipad surfaces)
 - Sector Deals e.g. offshore wind

Industrial Strategy



Transforming manufacturing: smarter, greener, global

Key assets in North East (cont.):

- Pharmaceutical manufacturing
 - High productivity manufacturing and links to assembly manufacturing
 - Strong cluster animated by NEPIC (and First for Pharma)
 - Development capability (especially biologics)
 - National Formulation Centre (CPI)
 - Digitalisation expertise
 - Scale up expertise
 - Strengths in formulation and packaging
 - Manufacturing of APIs
 - New investment in cell and gene therapies
 - Opportunities in ultra high potency manufacturing and packaging

Industrial Strategy



Transforming manufacturing: smarter, greener, global (cont.)

Key opportunities:

- Manufacturing sector is important to North East economy (in terms of employment, GVA and exports) – need to build resilience and protect competitiveness to ensure it is able to overcome any challenges faced as result of Brexit and other global trends (e.g. changes in cost of raw materials, trade wars, etc.)
- At global level, manufacturing is being reshaped by digital technologies (Industry 4.0). Need to embed within North East manufacturing to remain competitive
- Increase awareness of environmental damage alongside focus on competitiveness is driving need for more sustainable methods of manufacturing to be developed

Alignment with Industrial Strategy and other national priorities:

- Clean Growth Grand Challenge
- Future of Mobility Grand Challenge
- Automotive Sector Deal
- Life Science Sector Deals

Indus



Transforming manufacturing: smarter, greener, global (cont.)

Proposed objective:

We are proud of the North East's manufacturing culture. In a time of global economic change, our objective is to ensure that North East advanced manufacturing sectors are adapting and evolving to remain globally competitive by:

- Developing smarter ways of working, utilising capabilities and technologies to drive new products and processes
- Developing more sustainable products and processes
- Sustaining and growing our position in global markets

Key programmes:

- Smarter and sustainable
- Global

Industrial Strategy



Transforming manufacturing: smarter, greener, global (cont.)

Smarter and sustainable programme:

- Develop the North East's reputation and role as a hub for excellence in UK advanced manufacturing by:
 - Supporting the delivery of the **Centre for Sustainable Advanced Manufacturing** to provides an open access facility to facilitate sponsored and collaborative innovation in advanced manufacturing process
 - Delivering a North East and Tees Valley **Made Smarter** programme, focusing on leadership, communication, direct support for digital adoption in businesses and innovation delivering enhanced business productivity
 - Hosting a number of **national innovation and demonstrator projects** in core areas of strength, supported by the National Productivity Investment Fund and other UK resources (e.g. Driving the Electric Revolution, smart packaging)
 - Supporting key **regional hubs, demonstrators and innovation delivery partnerships** that will allow the transformation in advanced manufacturing

Industrial Strategy



Transforming manufacturing: smarter, greener, global (cont.)

Global programme:

- Consider a proposal to create a digitally enabled **Free Trade Zone** for the North East, which positions the region as a competitive location for new trade and investment activity
- Develop with partners and Department for International Trade (DIT) an **integrated 10 year trade, export and inward investment strategy** which aligns national, regional and locally resourced capacity
- Develop through the North East Growth Hub, **enhanced trade facilitation services** which can support existing businesses trading in Europe

Industrial Strategy



Transforming manufacturing: smarter, greener, global (cont.)

Global programme (cont.):

- Strengthened support for clusters and supply chains
 - Develop the current and future competitiveness of the North East's 'areas of strength' and 'foundations'
 - Develop more resilient clusters through **supporting diversification** into new sectors/supply chains and markets
 - Support the development of **industry lead, accredited cluster organisations** for each of the North East's areas of strength
 - Enhance the coordination, coherence and collaboration across the North East's key clusters through the **creation of overarching cluster coordination**
 - **Utilise the North-East clusters to facilitate trade** through international cluster-to-cluster trade links
 - Work with the DIT to identify and secure opportunities to host **large scale investments** that will enhance cluster competitiveness

Industrial Strategy



Transforming manufacturing: smarter, greener, global (cont.)

How will we ensure North East residents benefit:

- Ensuring residents have skills to take up job opportunities created
- Ensuring employees displaced by increasing automation and adoption of other digital technologies are able to access roles in allied sectors

Industrial Strategy



Innovating in health at a time of demographic change

Assessment of review of sectors, competencies and assets:

- North East has strengths across life sciences ecosystem

Key assets in North East:

- NHS trusts – scale and strong track record in clinical trials
- Expertise across range of clinical areas – including cancer, diabetes and novel therapies
- Existing specialisms make North East well placed in relation to ageing
- NICA plus NICD combination
- Global digital exemplars
- Smart packaging/printable electronics/ health photonics
- Academic base (Newcastle, Durham)

Industrial Strategy



Innovating in health at a time of demographic change (cont.)

Key opportunities:

- Population growth, ageing populations in advanced economies and increasing wealth are driving demand for health innovation
- New treatments including cell and gene therapies, biologics and photonics and new manufacturing processes are opening up new, personalised treatments

Alignment with Industrial Strategy and other national priorities:

- Life Science Sector Deals
- Ageing Society Grand Challenge

Industrial Strategy



Innovating in health at a time of demographic change (cont.)

Proposed objective:

- The North East has strengthened its UK leading translation environment to facilitate continuous improvement in healthcare delivery and advanced manufacturing both within the region and beyond. It will have applied its science and research strengths to position the North East as the leading hub for responding to global ageing

Key programmes:

- Applying clinical research to improve health
- Strengthening North East pharmaceuticals
- Leading on ageing

Industrial Strategy



Innovating in health at a time of demographic change (cont.)

Applying clinical research to improve health programme:

- A comprehensive translation environment from research to delivery
 - Support strong regional and national coordination to further **develop the translation ecosystem** in the North East
 - Build on strengths in research and NHS, **grow and enhance clinical trials**, including through the Great North Care Record
 - Work with partners and national agencies to identify opportunities to **create hubs and networks that can commercialise research and deliver of new leading-edge technologies** including diagnostics, novel treatments, personalised medicine, photonics

Industrial Strategy



Innovating in health at a time of demographic change (cont.)

Strengthening North East pharmaceuticals programme:

- Supporting innovation and productivity through North East pharmaceuticals
 - Support development and delivery of collaborative proposals to develop North East as a host for UK innovation programmes on ***smart packaging and smart delivery of medicines and ultra-high potency manufacturing***
 - Focus on the pharmaceutical sector within the Supply Chain North East programme aiming to further ***strengthen the supply chain within the region***
 - Support the ***development and accreditation of key cluster networks*** to ensure that there is strong industry engagement in taking opportunities for North East growth

Industrial Strategy



Innovating in health at a time of demographic change (cont.)

Leading on ageing programme:

- Leading the global response to ageing
 - Support the delivery of the ***National Innovation Centre for Ageing***, providing a UK hub for regional, national and international work on the response to ageing and as a leading hub for the delivery of the ageing grand challenge
 - Develop a ***North East Cluster for Healthy Ageing and Independent Living (NE CHAIN)*** around the National Innovation Centre for Ageing which will mobilise regional partners in the development of a North East in a Living Laboratory for the response to ageing

Industrial Strategy



Innovating in health at a time of demographic change (cont.)

How will we ensure North East residents benefit:

- Ensuring approaches are targeted towards improving health of North East residents – with health outcomes below the national average and poor health being a major barrier to improved productivity performance

Industrial Strategy



Driving digital and knowledge-based services

Assessment of review of sectors, competencies and assets:

- Digital – Strengths especially where digital intersects with other regional strengths – e.g. manufacturing and health
- Financial, professional and business services – Major employer with potential to grow in niche areas

Key assets in North East:

- Digital
 - NICD
 - Digital manufacturing
 - PROTO
 - Sunderland Software City and Digital Catapult North East and Tees Valley
 - Broad industry base – corporates including Sage, as well as SMEs and start ups
 - HMRC and DWP digital functions
 - Data centres and the North Atlantic Loop
 - Satellite applications catapult

Indus



Driving digital and knowledge-based services (cont.)

Key assets in North East (cont.):

- Digital (cont.)
 - Digital design expertise (Northumbria University)
 - R&D institutions – focus on computer science, high speed computing, data analytics, design
 - Interaction with other specialisms creating additional opportunities – fintech, agtech
- Financial, professional and business services
 - Major employer with 19,000 enterprises and 47,000 jobs in North East. Has recovered well since 2008 recession
 - North East is a low cost location for back office operations
 - Range of specialist services linked to industries concentrated in North East

Industrial Strategy



Driving digital and knowledge-based services (cont.)

Key opportunities:

- Increasing demand for digital products and services, with digital sector playing increasingly important role in facilitating productivity growth in other sectors (for example, digital transformation of financial and business services)
- North East niche services – e.g. specialist consultancy, fintech and building information modelling (BIM) – experiencing growth
- Knowledge-intensive business services are increasingly important within economy and tradeable services are key to productivity growth – potential to use of digital and niche sectors to address North East under-representation

Alignment with Industrial Strategy and other national priorities:

- AI and Data Economy Grand Challenge
- Ageing Society Grand Challenge
- Artificial Intelligence Sector Deal
- Creative Industries Sector Deal

Industrial Strategy



Driving digital and knowledge-based services (cont.)

Proposed objective:

- Further acceleration of our fast growing and dynamic digital economy and utilising our digital expertise to develop niche business services such as fintech and BIM and transform our growing financial, professional and business service sector

Key programmes:

- Data economy
- Creative production and application
- Knowledge-based services

Note:

- Approaches to improving digital infrastructure, improving digital skills, embedding digital technologies, etc. are set out under the relevant foundation

Industrial Strategy



INDUSTRIAL
STRATEGY

North East
Local Enterprise Partnership

Driving digital and knowledge-based services (cont.)

Data economy programme:

- Become a UK hub for the data economy
 - Maximise impact of the National Innovation Centre for Data
 - Develop a regional data-led growth strategy
 - Create and promote market opportunities for the region, e.g. trade and inward investment
 - Develop local demonstrators, showcase best practice in data-led business growth and data security across sectors
 - Strengthen partnerships with UK lead assets, including the Satellite Applications and Digital Catapult Hubs, to drive cluster growth in the North East economy

Industrial Strategy



INDUSTRIAL
STRATEGY

North East
Local Enterprise Partnership

Driving digital and knowledge-based services (cont.)

Creative production and application programme:

- Encourage creative production and application within the North East
 - Strengthen relationships between creativity and innovation to identify new collaborative opportunities across sectors (for example VR initially produced for gaming is now being applied in other industries)
 - Promote and highlight best practice and success stories to raise the national profile of early stage tech start-ups with investors
 - Work with partners to develop a programme that supports the birth rate and sustained growth of creative and tech start-ups to encourage new product and service development
 - Enable cross sectoral collaboration and R&D/business partnerships

Industrial Strategy



Driving digital and knowledge-based services (cont.)

Knowledge-based services programme:

- Develop a strategic approach to growth in knowledge intensive business services through co-ordination, communication and networking
- Deliver support for sub-sectors where the North East has distinctive strengths including fintech and specialist consultancies

How will we ensure North East residents benefit:

- Growth in digital and knowledge-based services will create a large number of high skilled jobs – need to ensure residents are developing the skills and attributes that will enable them to access these opportunities
- A diverse digital economy will bring forward new products and services that will benefit our residents

Industrial Strategy



Improving the North East's productivity performance

Industrial Strategy

Improving the North East's productivity performance

Industrial Strategy identifies five foundations of productivity – ideas, people, infrastructure, business environment and place

- Important that LIS sets out priorities for North East under each foundation, reflecting our specific strengths and weaknesses

Strong alignment between foundations and the programmes of delivery set out in the North East Strategic Economic Plan

Approach draws on:

- Our Economy - annual report on performance of North East economy
- Review of North East productivity performance and what underpins this
- Broader evidence base on what works in improving productivity
- Discussion with local partners – through established groups and *ad-hoc*
- Feedback from 14 February workshop and 16 July LIS Summit

Industrial Strategy



North East productivity performance

GVA per job
£44,700

3.8% below
England excluding London

0.5% below
North of England

Industrial Strategy



GVA per job (£000s), North East and England excluding London, 1998 to 2017



Industrial Strategy



What underpins productivity performance?

Evidence shows key drivers of productivity include

- Investment – public and private
- Innovation
- Skills
- Competition and enterprise

Two characteristics common in regions that have narrowed productivity gaps

- Access to well-functioning cities, with good links between cities and rural areas
- Strong reliance on tradeable sectors

Reducing gaps in productivity between regions whilst also delivering employment growth requires

- Strategically diversifying regional economies
- Identifying and building on local strengths
- Integrating action across actors and policies

Industrial Strategy



What underpins North East productivity (under)performance?

- Low levels of investment – across both public and private sectors
 - Lowest projected central and local government investment in infrastructure of English regions and lower than national investment in public transport
- Low levels of innovation across North East
 - Fewer businesses innovation active, lower R&D expenditure across business, higher education and government sectors, fewer employed in science, research, engineering and technology roles, etc.
- Lower qualifications profile and some mismatch between skills demand and supply
 - 11% more individuals with no qualifications and 13% fewer with degree level qualifications
- Size and dynamism of business base
 - If performance was same as England excluding London would have 50% more businesses and business birth rate would be 50% higher
 - Lack of management and leadership skills
 - Lack of growth ambition

Industrial Strategy



What underpins North East productivity (under)performance?

Whilst not productivity issue, other key issue facing North East is:

- Fewer employment opportunities than England excluding London (gap of 10%), resulting in lower economic activity and employment and higher unemployment

Other areas face similar issues – key issue underpinning focus on 'rebalancing' economy

Industrial Strategy



INDUSTRIAL
STRATEGY

North East
Local Enterprise Partnership

Priorities for action identified at review of productivity workshop (14 February)

How can business support policy address low levels of entrepreneurship and low levels of innovation, productivity and exporting within our SME base?

How can the North East grow a distinctive, future-orientated and high productivity knowledge intensive business services sector?

How can we use the North East's global companies to deliver higher productivity across our business base?

How can the North East develop its demonstrator offer?

How can the North East's universities help deliver improved productivity for the region?

How could the development of a fusion skills framework help the North East improve productivity and inclusion?

How can we accelerate future infrastructure investment to deliver productivity improvements for the North East?

Industrial Strategy



INDUSTRIAL
STRATEGY

North East
Local Enterprise Partnership

Common themes emerging from LIS Summit workshops (16 July)

Build better business support ecosystems that considers a cross sector approach

Build a more effective skills system that meets the needs of region

Make better use of our anchor institutions

Develop and maximise local supply chains

Position the North East to act as a test bed and demonstrator

Develop a place-based approach

Continue to build on our evidence base and be evidence-led

Develop a strong brand and narrative for the North East

Industrial Strategy



Ideas

Industrial strategy vision: To become the world's most innovative economy

Key issues in North East:

- The North East has relatively low levels of innovation compared to England excluding London with:
 - Fewer business reporting they are innovation active
 - Lower expenditure on research and development (R&D)
 - Businesses accounting for a lower proportion of R&D expenditure
- Research strengths of universities
- Presence of demonstrator facilities
- Excellent environment for clinical trials – with significant activity already (e.g. cancer, novel therapies, etc.) Future opportunities in relation to ageing

Industrial Strategy



Ideas (cont.)

Proposed objective: To become a high productivity, high employment economy with:

- A culture of innovation, where businesses, universities and others are engaging in and collaborating on innovation activities that will improve productivity

Priorities:

- Further develop the North East's **test, demonstrator and incubator/grow-on space offer** to ensure that ideas can grow into viable products, services and processes and there are facilities for the businesses taking these forward to start and grow
- Establish model for **Innovation Delivery Partnerships** which will bring together partners (academic, business, test and demonstration facilities and others) in specific capability areas to bring to market new products, services, processes and business models
- Develop an **Innovation Business Growth Programme** to support businesses to innovate (to sit within Growth Hub 2.0, discussed in 'Business Environment' foundation)
- Establish an endorsed framework to promote the use of and participation in **open innovation** challenges by businesses and others in the North East
- Develop a programme of activities to ensure that the North East is maximising productivity gains from its **universities**, building on the work of Northern Accelerator

Industr



Ideas (cont.)

How will we ensure North East residents benefit:

- Encourage programme of open innovation challenges that focus on issues and challenges faced by North East residents and businesses
- A number of Innovation Delivery Partnership will have a social dimension, such as addressing fuel poverty and delivering health improvement

Industrial Strategy



People

Industrial strategy vision: Good jobs and greater earning power for all

Key issues in North East:

- Fewer employment opportunities per head than England excluding London
- Demand for high-skilled and non-routine service workers is rising, whilst demand for low-skilled and routine/semi-routine services workers is falling
- Lower qualifications profile with more individuals having no qualifications and fewer with high level qualifications (degree level or above)
- Firms in the North East report more difficulties in recruiting professional and skilled trade workers than the national average
- Whilst the economic inactivity rate and the unemployment rate have fallen they remain above the England excluding London rates
- Average (median) wages are only 88% of the English average
- Difficulties in attracting workers from other UK regions

Industrial Strategy



People (cont.)

Proposed objectives: To become a high productivity, high employment economy with:

- A highly skilled population, with the focus on ensuring the region has the skills needed by employers to be productive and to enable greater entrepreneurship, business ambition and innovation
- An effective and inclusive labour market, where individuals are able to build careers and where they can access the support they need to move into and progress within employment

Priorities:

- **Invest in the skills of the North East workforce**, with focus on:
 - Ensuring through the Skills Advisory Panel that provision meets the region's needs
 - Delivering fusion and digital skills
 - Ensuring good quality careers information, advice and guidance is available and everyone understands the routes and opportunities available
 - Reducing disparities in educational outcomes and improving transitions
 - Attracting and retaining good quality teaching staff

Industrial Strategy



People (cont.)

Priorities (cont.):

- **Improving living standards and ensure inclusion** through:
 - Improving adult basic skills, including digital
 - Developing a fusion skills framework to ensure individuals' full skills and competencies are recognised by employers
 - Ensuring long-term holistic support is available of those with specific needs, including disabilities and health conditions
 - Supporting individuals and employers to ensure the 50+ workforce is retained and their contribution is maximised
 - Supporting progression from low pay
 - Encouraging employers to adopt good employment practices
 - Working across partners to respond to economic shocks

Industrial Strategy



People (cont.)

Digital priorities:

- Make digital skills improvement accessible to all citizens of the region, regardless of age, career, stage or background to build an inclusive and resilient labour market
- Develop digital skills across all levels of education, from primary through secondary, FE, HE and beyond
- Enable businesses to respond to digital skills needs for long term impact on job creation and retention at scale

Industrial Strategy



People (cont.)

How will we ensure North East residents benefit:

- Skills provision and holistic support will help enable to access employment opportunities in North East
- Focus on adult basic skills, digital skills and fusion skills will help ensure skills being developed are applicable across a wide range of sectors and occupations, improving resilience
- Support will be in place for those being displaced by economic shocks and older workers that need to retrain
- Focus on reducing disparities in educational outcomes and improving transitions will benefit young people that are most at risk of becoming NEET
- Employers will be encouraged to adopt good employment practices

Industrial Strategy



Infrastructure

Industrial strategy vision: A major upgrade to the UK's infrastructure

Key issues in North East:

- Department for Transport has identified the North East (along with the South West) as the region most in need of better infrastructure (rail stations, airports and major road junctions)
- Strong growth in demand projected for rail and air transport
- Need to upgrade transport links to London and other parts of the North
- Transport connectivity is good within the urban core but connectivity in more remote rural areas is a challenge
- Investment in reclaiming and upgrading brownfield port and riverside industrial sites and river frontages is costly and slow, putting the region at a competitive disadvantage in retaining and securing new investment

Industrial Strategy



Infrastructure (cont.)

Proposed objective: To become a high productivity, high employment economy with:

- Transport, digital and environmental infrastructure in place that supports productivity across all sectors, connects communities within the region and connects the region nationally and internationally

Priorities:

- Transport
 - Upgrade **East Coast Mainline** to facilitate economic growth, including by enabling links to HS2
 - Improve connectivity across the region and with other regions through **One Network Programme**, including improving road and rail connectivity, improving links to airport, employment, education and training sites and delivering a future mobility eco system
 - Delivering **Transforming Cities Fund** priorities for the region

Industrial Strategy



Infrastructure (cont.)

Priorities (cont.):

- Digital
 - Ensure the whole of the region benefits from the highest possible standard of **digital infrastructure and connectivity**
- Green infrastructure
 - Develop a **major rivers and estuaries sustainable infrastructure programme** to improve the resilience and competitiveness of key employment and housing sites in relation to flooding and drought, attract and safeguard investment into these sites and embed green/blue infrastructure in economic development approach
 - Adopt a 10 year **environmental infrastructure strategy** to increase biodiversity, enhance our natural environment and provide recreational opportunities for residents and tourists

Industrial Strategy



Infrastructure (cont.)

Priorities (cont.):

- Key sites and premises
 - Accelerate investment in **key sites and premises**, with focus on tackling under supply of Grade A office and industrial space and tackling issues raised by increasing the amount of brownfield and town centre availability and need for 'change of use'

Digital priorities:

- Achieve full roll out of superfast and ultrafast broadband
- Promote and exploit direct international connectivity and data storage to secure inward investment and growth
- Make use of investments into digital hubs, networks and infrastructure to demonstrate how businesses can benefit from digital technologies

Industrial Strategy



Infrastructure (cont.)

How will we ensure North East residents benefit:

- Improving transport connectivity across the region, with particular focus on improving linkages between residential areas and key employment sites and improving rural-urban connectivity
- Connecting residents to rest of the UK and the world
- Securing funding to ensure future digital infrastructure is rolled-out to all communities
- Upgrading transport system to help reduce congestion and encourage greener infrastructure will have environmental and health benefits for regions
- Environmental infrastructure strategy will help safeguard North East environmental assets for all residents

Industrial Strategy



Business environment

Industrial strategy vision: To become the best place to start and grow a business

Key issues in North East:

- Fewer businesses per head than England excluding London and fewer business births and deaths
- Whilst proportion of businesses scaling is close to national rate, the smaller business base means that the number of scaleups per head is low
- Whilst value of goods exports is high, a smaller proportion of businesses are exporting and service exports are low
- North East is highly dependent on foreign-owned businesses
- There is evidence that a lack of management practices may be constraining factor for North East businesses

Industrial Strategy



Business environment (cont.)

Proposed objective: To become a high productivity, high employment economy with:

- A culture of entrepreneurship and business ambition, characterised by the region having more businesses, higher levels of business start up, more businesses growing and more businesses trading internationally

Priorities:

- Continue development of a strategic and integrated business support eco-system including:
 - **Growth Hub 2.0** to support productivity improvements in North East businesses (by improving leadership and management capabilities and supporting businesses to adopt practices that will help improve productivity performance) and ensuring the economy continues to create 'better jobs' (by supporting business start-up and growth)
 - A long-term **internationalisation strategy** to develop and strengthen trade and investment relationships with key markets for our areas of strategic importance
 - Supporting rural businesses to grow through **Rural Growth Network 2.0**, including support to build organisational and leadership capacity and providing funding to improve premises, facilities, machinery and technology

Industrial Strategy



Business environment (cont.)

Priorities (cont.):

- Ensure North East businesses are able to access finance by developing a new **business finance programme** and strengthening supply of private finance
- Maintain a strategy to enable **early response and management of economic shocks** to mitigate risks, reduce negative impacts, including through the development of a transitional support programme

Industrial Strategy



Business environment (cont.)

Digital priorities:

- Ensure businesses across the North East are adopting digital technologies
 - Informing and enabling business leaders and decision makers to increase digital adoption across sectors
 - Enabling businesses to improve systems and processes to lead to increased uptake of digital adoption and transformation
 - Upskilling workforce in digital applications and processes
 - Building competitive advantage by utilising leading technologies and digital processes
 - Hosting innovative businesses in the region that are leading the way in digital transformation

Industrial Strategy



Business environment (cont.)

How will we ensure North East residents benefit:

- An increase in business starts and business growth will deliver additional jobs for the region
- Business support services will help safeguard jobs within existing firms
- Business support services (including leadership and management programmes) will be available to social enterprises, helping improve the quality of services provided by this sector
- Early response and management of economic shocks will include support to redeploy workers

Industrial Strategy



Places

Industrial strategy vision: To have prosperous communities across the UK

Key issues in North East:

- Industrial structure varies across North East
- Economic outcomes (e.g. employment/unemployment, wage levels, etc.) varies across North East
- Important to strengthen relationships between places. For example, connecting places with complementary assets to each other or connecting people to higher productivity opportunities
- Review of North East sectors, competencies and assets identified need for more effective approach to promoting the region:
 - As a tourism destination
 - To potential investors and workers

Industrial Strategy



Places (cont.)

Key issues in North East (cont.):

- Review North East sectors, competencies and assets identified range of assets in cultural and visitor economy:
 - Scenic location, heritage
 - Distinct North East regional identity
 - Venues and attractions
 - Airport – European links
 - Rail links to London (but perceptions of distance need to be challenged)
 - AR/VR which can be applied to the sector (link to digital cluster)
- Track record in hosting major sporting events plus key sporting infrastructure also important asset

Industrial Strategy



Places (cont.)

Proposed objective: To become a high productivity, high employment economy with:

- All communities contributing to and benefiting from the improvements in productivity including through improved connections between different communities across the North East

Priorities:

- Develop a **spatial vision and investment programme** for the North East
- Develop a range of strategies and programmes to ensure **productive places** and improved living standards across region including:
 - Position the North East as an exemplar in rural innovation and rural-urban collaboration
 - Develop a regional plan and prioritised set of interventions to strengthen our towns
 - Strengthen connectivity between places

Industrial Strategy



Places (cont.)

Priorities (cont.):

- Enhancing our **place competitiveness** including:
 - Develop a North East Tourism Action Zone
 - Develop a promotional campaign to promote the North East
 - Make best use of our cultural, tourism and natural assets and, where appropriate, invest in new assets

Digital priorities:

- Digital infrastructure will form a key part of the spatial vision and investment plan for the North East
- Need to ensure all communities across the North East are benefiting from investment in digital infrastructure
- Need to ensure all communities across the North East are able to develop their digital skills
- Build digital adoption and transformation into approaches to rural innovation
- Build digital adoption and transformation into approach to developing tourism sector

Industrial Strategy



Places (cont.)

How will we ensure North East residents benefit:

- Spatial vision and investment programme will be used to help ensure areas across the North East have a clear role in the region's economic future
- Activities to strengthen town centres will tackle issues faced by some communities in relation to access to services and quality of life
- Investment in cultural, tourism and environmental assets will benefit quality of life for residents – but need consideration of how to ensure they are able to access these assets

Industrial Strategy



LIS delivery

Industrial Strategy

LIS delivery

Need to ensure that actions are developed and delivered transparently, with visibility and accountability built into the delivery framework

North East LEP Board will have overall responsibility for delivery of LIS at regional level

Propose using existing LEP governance structures (including Investment Board and Business Growth, Employment and Skills and Innovation Advisory Boards) to ensure delivery of LIS priorities

- Already established and highly rated by government
- Involve partners from across region – including political representation from North of Tyne Combined Authority and North East Combined Authority on each board
- Closely align to foundations (e.g. business environment/business growth; people/employment and skills; infrastructure/investment; ideas/innovation)
- To develop a structure to oversee place foundation – options include establishing place board, broadening remit of investment board to 'infrastructure and place' or setting up series of task and finish groups (given diverse nature of priorities set out under this foundation)

Industri



LIS delivery (cont.)

LEP also has working groups under three of its areas of strategic importance (energy, health and life sciences and digital)

- Recommend using these as starting point for working groups for
 - Digital cross-cutting theme
 - North East strengths and opportunities – clean growth future, transforming manufacturing and health innovation

Once detail about future funding mechanisms is clearer we will review:

- Terms of reference of each board
- Membership of each board and working group

Industrial Strategy



ECONOMIC PROSPERITY SCRUTINY COMMITTEE

5 NOVEMBER 2019

ANNUAL WORK PROGRAMME 2019-20

REPORT OF THE DIRECTOR OF PEOPLE COMMUNICATIONS AND PARTNERSHIPS

1. Purpose of the Report

- 1.1 The report sets out the current work programme of the Committee for the 2019-20 municipal year.

2. Background

- 2.1 The work programme is designed to set out the key issues to be addressed by the Committee during the year and provide it with a timetable of work. The Committee itself is responsible for setting its own work programme, subject to the coordinating role of the Scrutiny Coordinating Committee.
- 2.2 The work programme is intended to be a working document which Committee can develop throughout the year, allowing it to maintain an overview of work planned and undertaken during the Council year.
- 2.3 In order to ensure that the Committee can undertake all of its business and respond to emerging issues, there will be scope for additional meetings or visits not detailed in the work programme.
- 2.4 In delivering its work programme the Committee will support the Council in achieving its corporate outcomes

3. Current position

- 3.1 The current work programme is attached as an appendix to this report.

4. Conclusion

- 4.1 The work programme is intended to be a flexible mechanism for managing the work of the Committee in 2019-20.

5 Recommendation

- 5.1 That Members note the information contained in the work programme.

Contact Officer: Jim Diamond, Scrutiny Officer (Tel 0191 561 1396)
James.diamond@sunderland.gov.uk

ECONOMIC PROSPERITY SCRUTINY COMMITTEE –WORK PROGRAMME 2019-20

REASON FOR INCLUSION	11 JUNE 19	9 JULY 19	10 SEPTEMBER 19	8 OCTOBER 19	5 NOVEMBER 19	3 DECEMBER 19	14 JANUARY 20	11 FEBRUARY 20	10 MARCH 20	7 APRIL 20
Policy Framework/ Cabinet Referrals and Responses						Coastal Communities Round 5 Project (Dan Hattle)				
Scrutiny Business	Remit and Work Programme of Committee Sunderland Cultural Strategy (Rebecca Ball)	Private Sector Housing Enforcement Policy (Marion Dixon) Cross Border Taxi Licensing Enforcement (Marion Dixon)	Siglion Update (Jon Ritchie/Peter McIntyre)	Sunderland Business Improvement District (Sharon Appleby)	Industrial Strategy (Richard Baker/Vince Taylor)	North East England Chamber of Commerce (Jonathan Walker) Business Centres (Catherine Auld)	Major Events (Victoria French) Sunderland Rail Station – Update (Mark Jackson) International Strategy (Catherine Auld)	Recycling – Public Engagement (Colin Curtis) Environmental Enforcement (Nicky Rowland) Housing Strategy - Update (Louise Sloan)	Siglion Update (Peter McIntyre) Visit to Centre of Excellence for Sustainable Advanced Manufacturing (CESAM) Public Space Protection Orders (Michelle Coates)	Annual Report (Jim Diamond) International Advanced Manufacturing Park (Mark Jackson) Sunderland Strategic Transport Corridor – Update (Mark Jackson)
Performance / Service Improvement										
Consultation Information and Awareness Raising	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19

Tbc Habitat Regulations Assessment Interim Strategy (Dan Hattle)

Northumbria Road Safety Partnership (Paul Lewins)

Local Plan Update (Louise Sloan)

NOTICE OF KEY DECISIONS

REPORT OF THE DIRECTOR OF PEOPLE, COMMUNICATIONS AND PARTNERSHIPS

1. PURPOSE OF THE REPORT

- 1.1 To provide Members with an opportunity to consider the items on the Executive's Notice of Key Decisions.

2. BACKGROUND INFORMATION

- 2.1 Holding the Executive to account is one of the main functions of Scrutiny. One of the ways that this can be achieved is by considering the forthcoming decisions of the Executive (as outlined in the Notice of Key Decisions) and deciding whether Scrutiny can add value in advance of the decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.2 To this end, the most recent version of the Executive's Notice of Key Decisions is included on the agenda of this Committee. The Notice of Key Decisions is attached marked **Appendix 1**.

3. CURRENT POSITION

- 3.1 In considering the Notice of Key Decisions, Members are asked to consider only those issues where the Scrutiny Committee or relevant Scrutiny Panel could make a contribution which would add value prior to the decision being taken.
- 3.2 In the event of Members having any queries that cannot be dealt with directly in the meeting, a response will be sought from the relevant Directorate.

4. RECOMMENDATION

- 4.1 To consider the Executive's Notice of Key Decisions at the Scrutiny Committee meeting.

5. BACKGROUND PAPERS

- Cabinet Agenda

Contact Officer : Jim Diamond, Scrutiny Officer
0191 561 1396
James.diamond@sunderland.gov.uk

The Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012

Notice is given of the following proposed Key Decisions (whether proposed to be taken in public or in private) and of Executive Decisions including key decisions) intended to be considered in a private meeting:-

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
170927/212	To approve in principle the establishment of a new police led Road Safety Partnership (Northumbria Road Safety Partnership) embracing the Northumbria Force Area.	Cabinet	Y	During the period from 15 October to 31 December 2019.	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190819/384	To seek approval to a contract variation and an extension to the Direct Payment Employment Support Service Contract from 14th November 2019 to the 31st March 2020.	Cabinet	Y	During the period from 15 October to 31 December 2019.	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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181024/312	To approve the Final Business Case in relation to the development of a Regional Adoption Agency and agree next steps leading up to the establishment of the Regional Adoption Agency.	Cabinet	Y	During the period from 15 October to 31 December 2019.	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190522/360	To consider a proposal to recommend Council to agree an amendment to the Budget and Policy Framework to enter into a potential financial arrangement with a local organisation.	Cabinet	Y	During the period from 15 October to 31 December 2019.	Y	This report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report contains information relating to the financial or business affairs of any particular person (including the authority holding that information) The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
190823/385	Proposed Governance Arrangements for the Centre of Excellence for Sustainable Advanced Manufacturing (CESAM) and related matters	Cabinet	Y	During the period from 15 October to 31 December 2019.	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraphs 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190813/380	To seek approval to develop a strategic framework and action plan to enable the development of more resilient communities, including a more vibrant Social Enterprise sector.	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190114/325	To procure a contractor to undertake works at Jacky Whites Market.	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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190813/381	To seek Cabinet agreement for the level of investment and neighbourhood delivery model for first tier welfare rights advice provision for the period 1 April 2020 to 31 March 2023.	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190829/386	To approve the Second Capital Review 2019-2020 (including Treasury Management).	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190829/387	To approve the Second Revenue Review 2019-2020.	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190829/388	To approve the Budget Planning Framework 2020/2021 and Medium Term Financial Strategy 2020/21 to 2023/24.	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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190829/389	To approve the Capital Programme Planning 2020/2021 to 2023/2024 and Capital Strategy	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190905/399	To approve the joint commissioning of accommodation for homeless young people by Together for Children and the Council's Housing Services.	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190905/400	To agree to procure a dynamic partner to support the development of a sustainable, affordable credit solution for council staff and city residents	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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190906/402	To consider expansion proposals by an existing Council tenant in respect of a strategic property and the associated capital funding and revised lease term proposals	Cabinet	Y	15 October 2019	Y	This report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report contains information relating to the financial or business affairs of any particular person (including the authority holding that information) The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190906/403	To extend contracting arrangements for core services supporting people affected by Domestic Abuse for the period 1 April 2020 to 31 March 2021 to enable the development of a joint commissioning plan for service delivery from 1 April 2021.	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

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190906/404	<p>To re-procure "Building Public Health Capacity" contracts including:</p> <ul style="list-style-type: none"> • Healthy Workplace Service • Health Champions Programme <p>for the period 2020-2024.</p>	Cabinet	Y	15 October 2019	N	Not applicable.	Cabinet Report	<p>Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN</p> <p>committees@sunderland.gov.uk</p>
190905/401	To approve the disposal of land for residential development at North Moor Lane, Sunderland	Cabinet	Y	19 November 2019	Y	This report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report contains information relating to the financial or business affairs of any particular person (including the authority holding that information) The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	<p>Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN</p> <p>committees@sunderland.gov.uk</p>

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190521/358	To approve and make a capital contribution to Phase 4 of the Bridges comprising the redevelopment of the former Crowtree Ice Rink building to provide a new leisure use.	Cabinet	Y	10 December 2019	Y	This report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report contains information relating to the financial or business affairs of any particular person (including the authority holding that information) The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
190910/405	To approve revisions to the city's Unauthorised Encampment Policy 2018	Cabinet	Y	10 December 2019	N	Not applicable.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Note; Some of the documents listed may not be available if they are subject to an exemption, prohibition or restriction on disclosure. Further documents relevant to the matters to be decided can be submitted to the decision-maker. If you wish to request details of those documents (if any) as they become available, or to submit representations about a proposal to hold a meeting in private, you should contact Governance Services at the address below.

Subject to any prohibition or restriction on their disclosure, copies of documents submitted to the decision-maker can also be obtained from the Governance Services team PO Box 100, Civic Centre, Sunderland, or by email to committees@sunderland.gov.uk

Who will decide;

Cabinet; Councillor Graeme Miller – Leader; Councillor Michael Mordey – Deputy Leader; Councillor Paul Stewart – Cabinet Secretary; Councillor Louise Farthing – Children, Learning and Skills; Councillor Geoffrey Walker – Health and Social Care; Councillor John Kelly – Communities and Culture; Councillor Amy Wilson – Environment and Transport; Councillor Rebecca Atkinson – Housing and Regeneration.

This is the membership of Cabinet as at the date of this notice. Any changes will be specified on a supplementary notice.

Elaine Waugh,
Assistant Director of Law and Governance

16 September 2019