

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

AGENDA

**Meeting to be held in the Civic Centre (Committee Room No. 2) on
Monday, 12th September, 2011 at 5.30 p.m.**

Membership

Cllrs Ball, Bell, Ellis, S.Foster, Gallagher, P. Gibson, Howe, Mordey, Snowdon, Walton and Wilson.

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1.	Apologies for Absence	
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2.	Minutes of the Last Meeting held on 27th July, 2011	1
	(Copy attached).	

3.	Declarations of Interest (including Whipping Declarations)	
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4.	Response from Cabinet, 22nd June, 2011 – Policy Review – Low Carbon Economy	5
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Joint Report of the Deputy Chief Executive and the
Portfolio Holder for Prosperous City (copy attached).

Please note the Portfolio Holder for Prosperous City
Councillor Bryan Charlton has been invited to attend for
this item.

Policy Review Items

**This information can be made available on request in other languages.
If you require this, please telephone 0191 561 1008**

5.	Policy Review – Monitoring of Recommendations	14
	Report of the Chief Executive (copy attached).	
6.	University City Policy Review 2011/12: Role of the University	21
	Report of the Chief Executive (copy attached).	
	Performance Items	
7.	Performance Report Quarter 4 (April 2010 – March 2011)	25
	Report of the Chief Executive (copy attached).	
	Scrutiny Items	
8.	Visit to the Port of Sunderland	30
	Report of the Chief Executive (copy attached).	
9.	Work Programme 2011-2012	31
	Report of the Chief Executive (copy attached).	
10.	Forward Plan – Key Decisions for the Period 1st September, 2011 – 31st December, 2011	33
	Report of the Chief Executive (copy attached).	

E. WAUGH,
Head of Law and Governance.

Civic Centre,
SUNDERLAND.

2nd September, 2011.

At a meeting of the PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE held in the CIVIC CENTRE on WEDNESDAY, 27TH JULY, 2011 at 5.30 p.m.

Present:-

Councillor Mordey in the Chair

Councillors Ball, Bell, Ellis, S. Foster, Gallagher, P. Gibson, Howe, Snowdon, Walton and Wilson.

Also Present:-

Councillor D. Tate - Chairman of the Management Scrutiny Committee

Apologies for Absence

All Members being present there were no apologies for absence.

Declarations of Interest

Item 6 – Visit to the Port of Sunderland

Councillor Mordey declared a personal interest in the item as a Member of the Port Board.

Minutes of the Last Meeting of the Committee held on 15th June, 2011

1. RESOLVED that the minutes of the last meeting of the Committee held on 15th June, 2011 be confirmed and signed as a correct record.

University City Policy Review 2011/12 – Draft Scoping Report

The Chief Executive submitted a report (copy circulated) on proposals in relation to the Committee's forthcoming review into Aim 1 of the Economic Masterplan – A New Kind of University City.

(For copy report – see original minutes).

Jim Diamond, Scrutiny Officer presented the report which outlined the proposed terms of reference for the review, potential sources of evidence, methods of enquiry together with a proposed timetable and approach to the review.

The Chairman referred to paragraph 6.2 regarding the potential to nominate a co-opted representative to sit on the Committee for the period of the review. It was suggested that a representative from the University be nominated, given the organisation's excellent reputation for research. The Chairman advised that he would contact the University for a nomination with a view to seeking Council approval of the co-optee appointment at its September meeting.

In addition the Chairman advised that as part of the evidence gathering process he would be keen to canvass the views of students at the university including local, national and international students

2. RESOLVED that the approach and scope of the review be endorsed.

University City Policy Review 2011/12 Scene Setting

The Chief Executive submitted a report (copy circulated) which set out the baseline position in relation to the Committee's policy review into Aim 1 of the Economic Masterplan – A New Kind of University City.

(For copy report – see original minutes).

Andrew Perkin, Lead Policy Officer for Economy and Sustainability, presented the report advising Members that Aim 1 of the Economic Masterplan set out the aim for Sunderland to be a vibrant, creative and attractive city with a strong learning ethic and a focus on developing and supporting enterprise, with the University at its heart. The key features of Aim 1 were:-

- An Enterprise and Innovation Strategy for the city, developed in partnership with the University in 2010
- The University of Sunderland's support for innovation within key sectors through two facilities: the new Ultra Low Carbon Vehicle Testing and Development Facility and the Sciences Complex.
- Sunderland Software City's new building scheduled to open in 2012
- A comprehensive Communications Strategy, supported by an ambassadors programme for the city
- The Creative Industries Strategy to be developed in 2010 to better support the sector
- A Widening Participation Strategy developed in partnership in 2010 to help raise the profile of both the University and College with residents and schools

The Chairman referred to the Working Group which developed the Enterprise and Innovation Strategy for the City and asked that the Group were able to share their thoughts on the Strategy with the Committee at the earliest opportunity.

In addition the Chairman requested that the Committee undertake visits to the new Ultra Low Carbon Vehicle Testing and Development Facility and to the Sciences Complex.

The Chairman having thanked Mr. Perkin for his attendance it was:-

3. RESOLVED that the report be received and noted and included as part of the evidence for its policy review.

Visit to the Port of Sunderland

The Chief Executive submitted a report (copy circulated) on arrangements for the Committee to undertake a visit to the Port of Sunderland.

(For copy report – see original minutes).

4. RESOLVED that approval be given for a Committee visit to the Port of Sunderland to be undertaken on Wednesday, 21st September at 10.00 a.m.

Annual Work Programme 2011-2012

The Chief Executive submitted a report (copy circulated) appending an updated work programme for the Committee's information.

(For copy report – see original minutes).

The Chairman having advised that he would like to make discussion on Sub National Economic Development the subject of a one off Conference event in October, it was:-

5. RESOLVED that the contents of the report and the annual work programme be received and noted.

Forward Plan – Key Decisions for the Period 1st August, 2011 – 30th November, 2011

The Chief Executive submitted a report (copy circulated) to provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1st August to 30th November, 2011 which related to the Prosperity and Economic Development Committee.

(For copy report – see original minutes).

6. RESOLVED that the contents of the Forward Plan be noted.

The Chairman then closed the meeting having thanked everyone for their attendance and wishing them a safe journey home.

(Signed) M. MORDEY,
Chairman.

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

12 SEPTEMBER 2011

RESPONSE FROM CABINET – 22 JUNE 2011

POLICY REVIEW – LOW CARBON ECONOMY

JOINT REPORT OF DEPUTY CHIEF EXECUTIVE AND THE PORTFOLIO HOLDER FOR PROSPEROUS CITY STRATEGIC PRIORITIES: SP3 PROSPEROUS CITY

**CORPORATE PRIORITIES: CIO1: Delivering Customer Focused Services,
CIO4: Improving Partnership Working to Deliver ‘One City’.**

1. PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to provide feedback from the Cabinet meeting held on 22 June 2011, which considered the Scrutiny Committee’s Policy report into the Low Carbon Economy.

2. BACKGROUND INFORMATION

- 2.1 The investigation into the low carbon economy conducted by the Prosperity and Economic Development City Scrutiny Committee falls under the remit of the Office of the Chief Executive and is, within the service area covered by the Prosperous City Portfolio Holder.
- 2.2 On 21 July 2010, Cabinet considered the Final Report of this Committee into the low carbon economy. This report provides feedback from the Portfolio Holder following the Cabinet’s consideration of, and decisions in relation to this Committee’s recommendations.
- 2.3 Following on from this report, progress towards completion of the actions will be monitored through the Action Plan, with standardised six monthly monitoring reports to be presented to the Committee.

3. RESPONSE FROM CABINET TO THE POLICY REVIEW

- 3.1 Following consideration of the final report, Cabinet approved the recommendations in their entirety. Details of each recommendation and proposed actions to be taken following approval by Cabinet are provided in the Action Plan attached at **Appendix A**.
- 3.2 Cabinet commended and congratulated the Committee and its officers for their hard work in undertaking the policy review and additional work.

4. RECOMMENDATIONS

- 4.1 That Members note the proposed actions detailed within the Action Plan, appended to this report (**Appendix A**) and seek clarification on its content where felt appropriate.

5. BACKGROUND PAPERS

- 5.1 The following background papers were used in the preparation of this report:-
- (i) Cabinet Agenda, 22 June 2011.

Contact Officer: Jim Diamond
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Prosperity and Economic Development Scrutiny Committee
Low Carbon Economy: Policy Review recommendations 10/11

Ref	Recommendation	Action	Owner	Due Date	Progress Commentary
(a)	The Council consider the development of a revised Carbon Plan to run from 2012 to 2020 in order to identify projects and policies that will help meet its targets for reductions in carbon emissions	<ul style="list-style-type: none"> - Stakeholder engagement with streetlighting, fleet, business travel and energy colleagues to scope project ideas to inform the revised Carbon Plan – Summer 2011 - Carbon and financial evaluation of proposed revised Carbon Plan projects undertaken and draft revised Carbon Plan ready – December 2011 - Final draft of revised Carbon Plan, which will compliment CRC and Energy Performance of Buildings Directive requirements, ready for adoption – March 2012 	Andrew Perkin	Adopted 8 year Carbon Plan by 31 March 2012	<ul style="list-style-type: none"> - 4th year progress report of the first 5 year Carbon Plan (2006/7 – 2011/12) will be available Autumn 2011, which will show whether the first Carbon Plan is on target to meet it's 10% reduction target - Final progress report on the first Carbon Plan will be available Autumn 2012 and will show whether the initial 10% reduction target has been met - Capital Strategy Group agreed to a 10% (£300,000) energy consumption reduction target from council buildings during 2011/12 - Through its Sustainability Policy, the council has already committed to a 30% reduction target by 2020, the revised Carbon Plan will set out how this can be achieved
(b)	The Council considers the introduction of staff champions to lead on reductions in carbon emissions in buildings	<ul style="list-style-type: none"> - Work has already commenced with Corporate Communications to establish Sustainability Champions or "Communities of Interest". These employees will 	Andrew Perkin	Sustainability Board and Communities of Interest proposal to be	A proposal for the Communities of Interest and a Sustainability Board as per the recommendation of the Sustainability Policy has been made and is currently

		<p>help raise awareness to their colleagues on a range of sustainability issues, including for example, carbon management, waste and sustainable procurement</p> <ul style="list-style-type: none"> - Corporate Communications are developing a brief for the Sustainability Communities of Interest, similar to that of the Change / Communication Champions. Once agreed, the group will be promoted and employees will be asked to nominate themselves or colleagues to join the Community of Interest - Training will be needed to provide the Communities of Interest with all relevant information needed to help champion sustainability priorities across the council. This will coincide with a council wide sustainability e-learning module which is currently being developed 		<p>agreed by Autumn 2011</p> <p>Communities of Interest in place, training carried out and bulletin board is live – March 2012</p>	awaiting Head of Service approval
(c)	The Council undertake further feasibility work in order to identify those Council buildings that are most suitable for the installation of solar PV	Currently awaiting the finalisation of the Property Rationalisation project to identify which council buildings will remain to deliver council services in the future. Once the final property portfolio is known, buildings will be assessed to ascertain their feasibility for solar PV	Andrew Atkinson, Andrew Perkin	March 2012 (information to inform revised Carbon Plan)	The installation of PV at the Civic (5.2kW) and Biddick and St Roberts Schools (approx 30kW each) are complete. This will be followed by an installation at Washington School (currently being designed).

(d)	The Council investigate the options for the installation of solar PV and other renewable electricity, whether this be through rent a roof / land rental or through an invest to save mechanism to benefit from Feed in Tariff (FIT) income	Once the feasibility of solar PV has been carried out on appropriate council property, a business case showing financial modelling will be needed to inform the best approach through which to install solar PV on council buildings	Andrew Atkinson	March 2012 (to inform revised Carbon Plan)	The Energy Conservation Team are currently looking at this and exploring not-for-profit based finance mechanisms
(e)	The Council provides an updated report on the implications of the Renewable Heat Incentive (RHI), once further details become known	The Energy Conservation Team to prepare an updated report on RHI now that it has been announced	Andrew Atkinson	December 2011	Government announced details of RHI on 10 March 2011
(f)	The Council is undertakes feasibility work to assess the potential for district heating networks and explore funding opportunities that help support the delivery of the city's Economic Masterplan	<ul style="list-style-type: none"> - The Council alongside partner organisations has secured European Regional Development Fund grant and other sources of funding to deliver a Low Carbon Social Housing Demonstration project which will target up to 100 hard-to-treat properties and develop the capacity of SMEs to install low carbon technologies - The Council is a partner in a new Intelligent Energy Europe Programme project, led by EUROCITIES, which started on 1 June 2011. The project aims to deliver improvements in the implementation of sustainable energy policies with a focus on urban planning, renewable energy sources and low carbon transport - Currently seeking funding to look at the feasibility of district heating 	James Garland, Catherine Pope, Andrew Perkin, Les Clark	Ongoing	District Heating potential is a key action of Sunderland's Covenant of Mayor's SEAP.

		<p>networks across the city along with other renewable technologies. This will assist in identifying priority energy generation opportunities for the city, including financial and business models</p> <p>- Potential for District Heating within the masterplans for Seaburn and Chapelgarth is currently being looked at</p>			
(g)	<p>The council encourages joint working between schools that are introducing low carbon technologies and consider methods of engaging with all schools to encourage the take up of energy consumption measures</p>	<ul style="list-style-type: none"> - Through Sustainable Schools work, the Sustainability Team already works with schools on a range of sustainability issues, including energy and have worked with a few schools on renewable energy projects helping to secure funding for these - The Energy Conservation Team have SLAs with most schools which includes conducting Energy Audits and the promotion of the SALIX fund which schools can apply to for energy efficient project - The Energy Conservation Team are also working with Northumberland, Darlington and Middlesbrough Councils on a NEIEP funded "social marketing" project to work with Secondary Schools on energy efficiency behaviour projects 	<p>Andrew Perkin</p> <p>Andrew Atkinson</p> <p>Andrew Atkinson</p>	<p>Continuing programme of work with schools will be conducted on an annual basis</p> <p>Continuing programme of work with schools will be conducted on an annual basis</p> <p>September 2011</p>	<p>Success will be monitored through reduction in energy consumption and carbon emissions from schools</p>

(h)	The Committee receive a further report on, and consult with, small businesses in the city involved in the renewable energy industry	A mapping exercise needs to be undertaken to ascertain which Sunderland companies are involved in the production of and supply of renewable energy. In part, this will be carried out in a baselining survey which is to be conducted as part of the Low Carbon City campaign detailed in recommendation 'i', below	Janet Snaith	From Autumn 2011	Using the Micro-generation Certification Scheme (MCS) website, local suppliers and installers of solar PV have been identified to provide quotations to 3 Sunderland schools recently
(i)	The Council develop closer working relationships with Sunderland University with regards to the low carbon economy, skills and training opportunities	<p>Ensure that the HE / FE sectors are fully integrated into the delivery of the Economic Masterplan, as this relates to the skills needs of employers engaged in the low carbon economy</p> <p>In practical terms, this will mean sharing knowledge of upcoming skills requirements with both the University and relevant colleges (for example, where there are significant investment projects in the pipeline)</p>	Janet Snaith	Over the year there will be continuing discussions taking place in order to develop relationship	<p>The University of Sunderland is already playing a key role in relation to the software development sector, and is now involved in the working group looking at the emerging offshore wind sector</p> <p>In addition to the significant research on ultra low carbon vehicles undertaken by AMAP, the University offers an MSc in Low Carbon Vehicle Technology for engineers in the sector (other vocational training for the automotive sector is led by Gateshead College)</p> <p>The University also offers a BEng (Hons) degree in Renewable Energy Engineering. This is a 3-4 year sandwich course, providing in-depth skills to engineers in the renewable energy sector</p>

(j)	That the Council explore the opportunities for future joint working with NAREC	NAREC have visited relevant council officers to present opportunities for future partnership working	Janet Snaith	Discussions completed and Narec will be invited to procure for work as appropriate	NAREC will be kept informed of, and invited to tender for any potential work in future such as the Energy Routemap detailed in item 'f' above
(k)	That the Council ensure that appropriate informal consultation is undertaken with the public at the pre-application stage and that the statutory publicity and consultation arrangements are followed when considering formal applications for the installation of renewable sources of energy	Within the existing PPS 22 and the council's Statement of Community Involvement, pre-application community consultation although not obligatory is recognised as best practice and is something the Planning and Environment Service actively encourages. Working with developers we will encourage pre-application consultation	Keith Lowes	On-going part of the consultation process	Currently working with Partnership for Renewables (PfR) at 2 council owned sites looking at the option to install single 2.5MW turbines. PfR will be undertaking extensive pre-application community consultation
(l)	The Committee receive a future report on the Low Carbon Marketing and Communication Strategy	<p>During 2009, the Low Carbon City Campaign engaged with 22 local organisations encouraging them to commit to at least a 10% carbon reduction target within 10 years or less. This campaign is to continue and support Aim 2 of the Economic Masterplan</p> <p>Currently working with Corporate Communications on a communications plan and survey to engage with large businesses across the city aiming to launch the campaign in the Autumn once the Inward Investment Marketing Strategy has been launched by Corporate Communications</p>	Deborah Lewin / Janet Snaith	2 year campaign from Autumn 2011 – 2013	Successful 12 month campaign has previously engaged 22 businesses and 12 “champions” across the city. All champions have already expressed their commitment to the continuation of the campaign

		<p>Inward Investment Marketing Strategy to launch during 2011/12. Marketing the city as a destination for inward investment linked to the low carbon economy, focussing upon the target sectors of ultra low carbon vehicles; offshore wind and software development</p> <p>Measures will include the production of sector-specific brochures, organising and attending relevant events, undertaking targeted advertising etc., with the aim of positioning Sunderland as a national hub for the target sectors</p>		<p>Ongoing – to be completed during 2011/12</p>	<p>The software development strand of this priority has been pursued through the Software City initiative, with a number of inward investment successes to date</p> <p>A new post is being created within the Business Investment Team to take forward the other strands</p>
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PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

12 SEPTEMBER 2011

POLICY REVIEW – MONITORING OF RECOMMENDATIONS

REPORT OF THE CHIEF EXECUTIVE

1. Purpose of the Report





- 1.1 The purpose of this report is to provide the Prosperity and Economic Development Scrutiny Committee with progress in relation to the Working Neighbourhood Strategy and Tourism and Marketing in Sunderland Policy Review recommendations.

2. Background

- 2.1 Following Cabinet consideration of recommendations from the Working Neighbourhood Strategy Policy Review and the Tourism and Marketing in Sunderland Policy Review, the Committee agreed that progress towards completion of the actions would be monitored through the Action Plan, with standardised six monthly monitoring reports to be presented to the Committee.

3. Current Position

- 3.1 The recommendations agreed as part of the Committees Policy Reviews will deliver a range of improvement activity. A full overview of progress is attached as appendix A. The table below provides a summary of the number and percentage of actions that have been achieved, are on schedule to be achieved, are not now deliverable, or are not on schedule to be achieved.

Policy Review	Rag Key			
	 Green (achieved)	 Blue (not deliverable)	 Amber (On schedule)	 Red (Not on schedule)
Working Neighbourhoods Strategy	2 (22%)	1 (11%)	6 (67%)	
Tourism and Marketing in Sunderland	4 (50%)		4 (50%)	

4. Recommendations


- 4.1 That Members note the progress towards completion of the actions detailed within the Action Plan, appended to this report (**Appendix A**) and seek clarification on its content where felt appropriate.

5. Background Papers

- 5.1 Prosperity and Economic Development Scrutiny Committee- Working Neighbourhoods Strategy Policy Review 2009/10
- 5.2 Prosperity and Economic Development Scrutiny Committee- Tourism and Marketing in Sunderland Policy Review 2009/10

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Working Neighbourhood Strategy Policy Review Recommendations

Summary Review Progress				
				Total
0	6	1	2	9
Recommendation & Action	Owner	Due Date	RAG	Progress
<p>RECOMMENDATION 1 In the light of the current economic situation, there is a pressing need to review that the Working Neighbourhood Strategy is succeeding in ensuring that disadvantaged people and neighbourhoods are not losing out disproportionately. The strategy should provide a flexible, and reactive approach to the impact of the downturn especially on the long-term unemployed seeking work</p> <p>1.1 The Working Neighbourhood Strategy is currently being reviewed and will be replaced by the end of March 2011. The revised strategy will provide an Employment Strategy for the city which will provide a framework for delivering proactive rather than reactive economic interventions that directly contribute to improving access to opportunity for those most disadvantaged and reducing worklessness. The review process is made up of some key components which include a worklessness assessment and analysis of performance data which identifies not only how we are currently performing but also the changing face of worklessness in the city (including the current economic climate), a review of Enterprise and Employment strands of the programme and Project evaluation of all projects currently funded through WNF.</p>	Patterson, Allison	not set		
<p>RECOMMENDATION 2 Future decisions on the use of worklessness funding should be based on an evidence base of the work and skills provision in the city including evidence of which interventions are particular successful and are proven to deliver improved outcomes</p> <p>2.1 The existing strategy is based on such evidence, but this will be reviewed. Part of the above review work will include a Worklessness Assessment along with an evaluation of all projects currently funded through WNF. The outcome will inform the Employment Strategy and as such the framework for allocation any future resources</p>	Patterson, Allison	01/02/2011		<ul style="list-style-type: none"> The Employment Strategy was presented to the last WNF Board on the 14 July 2011. The Board was asked to consider if the Strategy should be refreshed in light of significant policy developments since it was completed in December 2010. It was agreed that the Employment Strategy would be referred to the Aim 4 Group of the Economic Masterplan and that they would consider what action was needed with an end view of it being submitted to the Economic Leadership Board (ELB) in early October.
<p>RECOMMENDATION 3 Using evidence of successful interventions the strategy should use the evidence base to explore new forms of community outreach services that give access to opportunities in the most disadvantaged neighbourhoods to match the levels of deprivation</p>	Alexander, Karen	not set		
<p>3.1 Within Year 2 of the current strategy, new forms of community outreach are being deployed. The strategy review will also include an options analysis for future operations in relation to the Employment and Enterprise strands of the programme. Such considerations are built in to the approach.</p>	Alexander, Karen	06/10/2010		<ul style="list-style-type: none"> The Council will not be in a position to directly commission any further employment and enterprise activities, as there will be no successor to WNF funding. The Employment Strategy will describe the Council's role moving forward as one of 'informing and influencing' mainstream provision, which will be delivered through the Work Programme. Any lessons learnt will be offered to work programme providers.

Recommendation & Action	Owner	Due Date	RAG	Progress
RECOMMENDATION 4 To review the Job Linkage service to develop a service with greater ambitions for its own achievements and higher aspiration for its clients in order to break the vulnerable cycle	Alexander, Karen	not set		
4.1 Review of Job Linkage already commissioned as part of overall WNS review process.	Alexander, Karen	06/10/2010	★	<ul style="list-style-type: none"> The Job Linkage network is now delivering Work Programme provision, as a sub contractor to one of the two Prime Contractors operating in Sunderland (Avanta). Efficiencies in delivery of Job Linkage in the latter months of 2010/11 enabled sufficient Working Neighbourhoods Funding to be rolled forward to sustain the service for 12 months from 1 April 2011 to 31 March 2012..
RECOMMENDATION 5 The strategy should ensure that employment is the ultimate goal with customer journey mapping rigorously undertaken, and shared with partners, with any issues identified within this process addressed in a timely way	Mallin, Karen	not set		
5.1 Employment always has been the ultimate goal of the programme with tracking of the customer journey utilising the Hanlon System for this and to support performance management and share and issues shared with partners. Knowledge gained from this will feed into the Review of the WNS. The multi agency WNS Board will receive this information on a regular basis.	Mallin, Karen	31/03/2011	●	<ul style="list-style-type: none"> Data produced by the Hanlon System has been passed over to consultants S4W, which has informed the "Impact Report" produced to summaries the impact of the Working Neighbourhoods Strategy.
RECOMMENDATION 6 It should be ensured that worklessness funding gives added value and wraps around existing national mainstream provision	Taylor, Vince	not set		
6.1 The current programme has been designed to achieve this goal, with a clear separation of customer between Job Centre Plus and JobLinkage. However, the Scrutiny review was undertaken at a time when this separation of clients was only part complete. An assessment process is already in place to ensure that activity is over and above what is expected of the mainstream.	Taylor, Vince	01/02/2011	★	<ul style="list-style-type: none"> There has been a clear separation of clients, in terms of those receiving support from the mainstream Jobcentre Plus service and from the Job Linkage network.
RECOMMENDATION 7 To support the achievement of a wrap-around service to mainstream provision, boundaries should be established with partner organisations through a Partnership Agreement which sets out a clear framework for roles and responsibilities	Patterson, Allison	not set		
7.1 This proposal will be built into the review with the aim that the new strategy is underpinned by a partnership agreement.	Patterson, Allison	01/02/2011	●	<ul style="list-style-type: none"> Negotiations took place with all potential Prime Contractors bidding to deliver the Work Programme in Sunderland. Of the two organisations who were selected by DWP, Job Linkage has successfully negotiated to act as a sub contractor for one (Avanta). The model adopted by the second Prime Contractor (Ingeus) does not involve the use of sub contractors in Sunderland. Rather, they are seeking to deliver full end-to-end provision themselves.

Recommendation & Action	Owner	Due Date	RAG	Progress
RECOMMENDATION 8 A further focus should be given to supporting and engaging with employers to ensure that worklessness funding is geared towards meeting their needs as the economy moves out of recession. This could include consideration of using the WNF to provide the long term unemployed with a personal job subsidy to provide a more level playing field when they compete for jobs with those who have the advantage of recent work experience	Patterson, Allison	not set		
8.1 The Scrutiny review failed to recognise the work of the Employer Link team which operates as part of the JobLinkage service. Employer Link works with employers to meet their needs and securing job placements. Consideration of job subsidies will be incorporated within the WNS review and subject to effectiveness and value for money considerations.	Patterson, Allison	01/02/2011	●	<ul style="list-style-type: none"> The Prime Contractors delivering the Work Programme in Sunderland (Avanta and Ingeus) are able to offer incentives, if they believe this will strengthen their ability to bring together "supply and demand" (ie people looking for work and employers). The Work Programme was launched at the end of June 2011 and it is still too early to say whether this will be an approach taken by either of the Prime Contractors. DWP is expected to evaluate the effectiveness of delivery nationally for the first time in April 2012.
RECOMMENDATION 9 To continue to explore with local partners what additional data could be shared and overcoming barriers to data sharing to support joint efforts to tackle worklessness	Alexander, Karen	not set		
9.1 The introduction of the Hanlon customer tracking system has been a major step forward in data sharing, with its use being made obligatory within WNF contracts locally. However, substantial barriers remain (primarily at national level) to sharing DWP/JobCentre plus data. However, these are being partially overcome locally through collocation of staff in JobLinkage outlets.	Alexander, Karen	01/02/2011	●	<ul style="list-style-type: none"> Negotiations are underway to explore whether the emerging Local Enterprise Partnership (LEP) will wish to use the Hanlon System as part of their responsibility to ensure a strong Employment and Skills base in the North Eastern LEP area. In terms of delivering the Work Programme, neither of the successful Prime Contractors in the North East (Avanta and Ingeus) are directly using the Hanlon System to report performance to DWP, although sub contractors working for Avanta are continuing to use the system to track client progress.

Tourism Policy Review Recommendations

Summary Review Progress				
				Total
0	4	0	4	8
Recommendation and Action	Owner	Due Date	RAG	Progress
RECOMMENDATION 1 That all council-wide strategies relevant to building Sunderland's profile as a visitor destination be consistent with their key messages and complement the future development of the city's Destination Management Plan	Hall, Jane	not set		
1.1 To develop communication plan as part of the Destination Management Plan (DMP) to set clear communication methods and channels by working through the City Marketing Partnership and the Area Tourism Partnership (ATP)	Lewin, Deborah	not set		<ul style="list-style-type: none"> The lead and objectives relating to tourism for Sunderland are under review. Tourism is currently led by the Tourism Development Manager with direction from the Head of Culture and Tourism. Tourism materials are developed with strategic advice and support from Communications.
RECOMMENDATION 2 That the identification of an appropriate champion / lead officer and the creation of a partnership to market the city as a destination be further explored	Hall, Jane	not set		
2.1 Identification of an appropriate champion / lead officer and the creation of a partnership to market the city as a destination be further explored. Led via the City Marketing Group	Lewin, Deborah	not set		<ul style="list-style-type: none"> As above
RECOMMENDATION 3 That the City Council develops stronger links with Durham Area Tourism Partnership to ensure that opportunities for joint working are fully explored, building upon the shared strengths of the two areas	Hall, Jane	not set		
3.1 Set up meetings and lines of communication with the Durham ATP. Financial contributions may be required to support activity.	Hall, Jane	not set		<ul style="list-style-type: none"> Meetings have taken place with Visit County Durham. Joint activity and marketing opportunities are being drawn up for 2012 campaigns and communication is on going.
RECOMMENDATION 4 That a 'whole city' approach to the marketing of attractions and events be adopted to be delivered through the City Marketing Partnership	Lewin, Deborah	not set		
4.1 City Partnership Marketing Group is already developing	Lewin, Deborah	not set		<ul style="list-style-type: none"> The future membership and governance of the City Partnership Marketing Board is under review. The City Marketing Board still meets and is chaired by Dave Smith.
RECOMMENDATION 5 That, in light of the difficulties in the current economic climate, innovative approaches to developing the accommodation offer within Sunderland together with maximising the existing use of accommodation be further explored	Assigned, ToBe	not set		
5.1 Proactively communicating with hotel developers for key sites identified as leisure sector developments. Ensure that tourism is embedded in core planning strategies.	Assigned, ToBe	not set		<ul style="list-style-type: none"> Tourism perspective incorporated into the Economic Masterplan and added into the draft Core Strategy.
RECOMMENDATION 6 That a review of the existing tourist information and signage across the city be undertaken to ensure a clear and consistent approach is adopted	Hall, Jane	not set		
6.1 The TIC/Library Review (2010/11) and Legible City project should delivered both of these recommendations. Resources will be required in order to deliver any significant Legible City programme.	Hall, Jane	31/03/2011		<ul style="list-style-type: none"> The TIC/Library Review is now incorporated into the Neighbourhood Services Management Review. The TIC is now relocated in the City Library and Arts Centre
RECOMMENDATION 7 Build upon Sunderland's strengths, particularly the success of the city's events programme, by identifying further opportunities to enhance the existing events programme and promoting the quality and warmth of Sunderland's welcome to visitors, with the aim of increasing the number of visitors and length of time they stay	Mooney, Peter	not set		
7.1 To continue to provide a quality festivals and events programme seeking additional resources where necessary.	Mooney, Peter	31/12/2010		<ul style="list-style-type: none"> The review and development of festivals and events is on-going. New events have been introduced during 2011 - eg Folk Festival

Recommendation and Action	Owner	Due Date	RAG	Progress
RECOMMENDATION 8 That in order to develop the Sunderland offer a full review of assets is undertaken, to assess the current demand and usage, with a view to identifying how they can be further developed	Hall, Jane	not set		
8.1 A review of main tourism product and assets is included in the Destination Management Plan, which also includes opportunities for development	Hall, Jane	not set	●	<ul style="list-style-type: none"> The core elements of the Tourism infrastructure are under review. This includes a review of the "Visit Sunderland Website", merchandise, promoting Sunderland and current information networks

**UNIVERSITY CITY POLICY REVIEW 2011/12:
ROLE OF THE UNIVERSITY**

REPORT OF THE CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY

CORPORATE PRIORITIES: C101: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'

1. Purpose of Report

- 1.1 The purpose of this report is to receive a report from David Donkin of the University of Sunderland in relation to the Committee's policy review into Aim 1 of the Economic Masterplan – A New Kind of University City.

2. Background

- 2.1 On 18 June 2011, the Committee agreed to undertake a policy review into Aim 1 of the Economic Masterplan – A New Kind of University City.
- 2.2 The Committee agreed that the review should cover the following themes:
- To consider what the Council and its partners should be doing to support the development of a new kind of University City;
 - To gain an understanding of the influence that the University has on the city's economy at the present time and the potential for this to be increased.
 - To look into the way in which the University of Sunderland can be more fully integrated into the city's economy, including business start up and growth;
 - To investigate the development of workforce skills through education and graduate retention;
 - To investigate the potential for research to support business growth through innovation, graduate placement and management and staff development;

- To investigate the experiences of a similar University and the role it plays in its own city's economy.
- 2.3 At its last meeting Andrew Perkin, Lead Policy Officer for Economy and Sustainability provided the Committee with a report setting out the background to Aim 1 of the Economic Masterplan – A New Kind of University City.
- 2.4 As the next stage in the review, David Donkin (Assistant Director Business Development Team) from the University of Sunderland has been invited to the meeting to provide an overview of the role of the University. Janet Snaith, Head of Business and Investment will also be in attendance.

3 Economic Masterplan - A New Type Of University City

- 3.1 The Economic Masterplan sets out its overall economic vision and strategy as being 'An entrepreneurial University City at the heart of a low-carbon regional economy.'
- 3.2 It also sets out five key aims which envisage Sunderland as:-
- Aim 1 - a new kind of University City;
 Aim 2 - a national hub of the low-carbon economy;
 Aim 3 - a prosperous and well-connected waterfront City Centre;
 Aim 4 - an inclusive City economy for all ages;
 Aim 5 - a one City approach to economic leadership
- 3.3 The purpose of the Economic Masterplan is to:-
- help set the direction for the City's economy over the next 15 years;
 - establish how Sunderland would earn its living and what it would look like on the ground;
 - identify key actions that public, private and voluntary sector partners need to take to ensure a prosperous and sustainable future
- 3.4 The key challenges to be addressed by the Masterplan include:-
- the City Centre is underpowered as an economic driver;
 - there is a too narrow range of industries, career opportunities or well paid jobs;
 - the City has been better at attracting international companies than local growth;
 - Sunderland is a City within a University but not a University City;
 - the City has a prevalence of low skills and aspirations;
 - there is a limited housing choice.

4 Aim 1 of the Economic Masterplan – A New Kind of University City

- 4.1 Aim 1 of the Economic Masterplan sets out the aim for Sunderland to be a vibrant, creative and attractive city, with a strong learning ethic and a focus on developing and supporting enterprise, with the University of Sunderland at its heart.
- 4.2 As part of an Enterprise and Innovation Strategy for Sunderland, it will put entrepreneurship development programmes on the city's educational curricula and provide better support for start ups and small and medium sized enterprises. More knowledge exchange, internships and research opportunities will help business benefit from the university. In turn the city's reputation and influence will improve as we foster cultural change.
- 4.3 A number of measures are available to indicate how far this approach is succeeding. These include the level of VAT registrations, knowledge based jobs and businesses, research and development investment, educational attainment and demand for University places, plus strategic and practical collaboration between the city and the university will all help to measure success.
- 4.4 The key features of Aim 1 can be summarised as follows:-
- An Enterprise and Innovation Strategy for the city, developed in partnership with the University in 2010
 - The University of Sunderland's support for innovation within key sectors through two facilities: the new Ultra Low Carbon Vehicle Testing and Development Facility and the Sciences Complex which will start operating by spring 2011.
 - Sunderland Software City's new building scheduled to open in 2012
 - A comprehensive Communications Strategy, supported by an ambassadors programme for the city
 - The Creative Industries Strategy to be developed in 2010 to better support the sector
 - A Widening Participation Strategy developed in partnership in 2010 to help raise the profile of both the university and college with residents and schools

5 Recommendation

- 5.1 That the report be included as part of the evidence for its policy review and final report.

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Prosperity & Economic Development Scrutiny Committee

12th September 2011

Performance Report Quarter 4 (April 2010 – March 2011)

Report of the Chief Executive

1.0 Purpose of the report

The purpose of this report is to provide Prosperity and Economic Development Scrutiny Committee with a performance update against the former national indicators relating to the period April to March 2011.

2.0 Background

Performance against the national indicators, particularly those identified as priorities identified in the former Local Area Agreement (LAA) have been reported to Scrutiny Committee throughout 2010/11 as part of the quarterly performance monitoring arrangements. This report provides the end of year position.

In October 2010 the Government announced that from April 2011 there would no longer be a requirement for council's to produce an LAA. In 2010/11 the Government also announced the demise of the National Indicator set and a move towards self regulation and improvement with an emphasis on reporting against local priorities.

As a consequence the performance framework of Sunderland City Council is being reviewed. A new framework is being developed that focuses on local priorities and the achievement of outcomes relevant to the people, place and economy of Sunderland. The new framework will form the basis of future performance reporting to scrutiny.

3.0 Performance

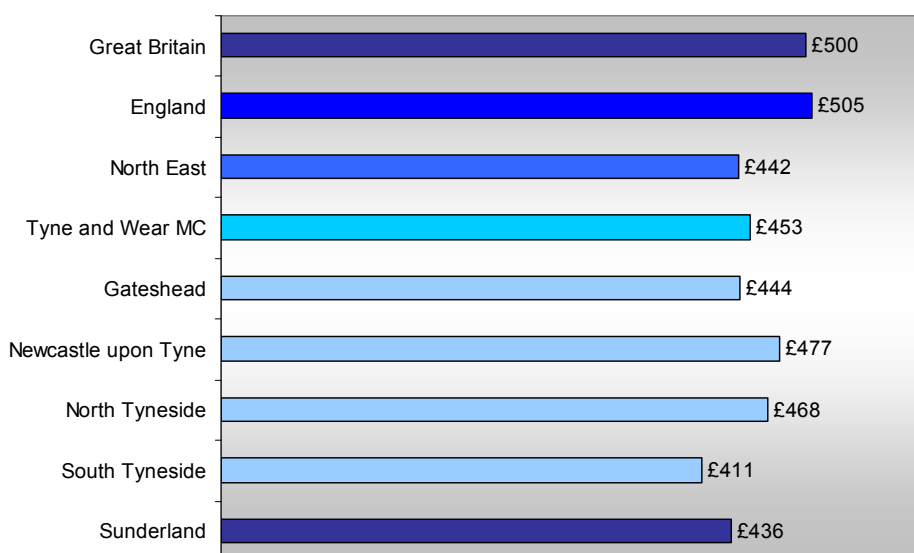
Under the over arching theme of Prosperous and Learning City, the Local Area Agreement 2008 – 2011 included a key objective to '*support economic growth and participation in the economy by encouraging the development of an enterprising culture*'. This key priority was about increasing the number of jobs in the economy, increasing wage levels, increasing recorded business start ups and supporting business growth. It was about reducing the number of benefit claimants by enabling people to gain employment and it was about improving income levels to improve the quality of life of local people.

The % of working age population aged 16 to 64 in employment (NI 151) has decreased from 67% as at March 2010 to 63.9% and the target of 70.6% has not been achieved. This national indicator is based on the 'National Annual Population Survey / Labour Force Survey' and relies on a very small sample of just 1%. The employment rate and unemployment rate are clearly related and as the indicator measuring benefit claimants is not based on a sample, this may give a clearer picture at local level.

The % of working age population aged 16 to 64 claiming out of work benefits (NI 152) has decreased from 18.4% in November 2009 to 17.3% in November 2010, lower than the projected target of 19%. This may be a reflection of the City's employers responding to the impacts of the recession. This is seen most clearly in the automotive manufacturing sector, where Nissan is now back to pre-recession employment levels, and has set out growth plans that will create hundreds more new jobs in the local economy. In addition, during this period, the 'Just the Job' initiative funded via the 'Working Neighbourhoods Fund' has had a considerable impact on supporting people from out of work benefits, into employment and self employment. **The % of claimants within the worst performing neighbourhoods (NI 153)** has also decreased from 32.9% in March 2010 to 31.1% in March 2011, achieving the projected target of 31.2%.

The average weekly wage of all full time employees employed within Sunderland (NI 166) has increased from £406.60 recorded in March 2010 to £436.00 in March 2011, which represents a 7.2% increase compared to a 2.8% increase across Tyne & Wear and a 2.1% increase nationally.

Median Earnings of Full Time Employees - March 2011



The % of business registrations per 10,000 population aged 16 and over (NI 171) has decreased from 36.6% during 2007 to 27.1% during 2008 which is the latest dataset available from the Department for Business Innovation & Skills. Due to the time lag for this indicator, it does not give a reflection of the impact of recent initiatives. There have been a range of activities around getting local people into work by encouraging them to start their own business, for example, the 'Just the Job' initiative. The package of measures delivered through the 'Just the Job'

initiative has been highly effective, supporting 440 business starts throughout the programme. Over recent years, anecdotal evidence from business start up activity shows a significant increase in the number of local lifestyle businesses which are less likely to develop and grow into VAT registered enterprises and would therefore not be included in the calculation of this NI.

Appendix 1 provides an overview of the national indicators 2010-2011 associated with Prosperity & Economic Development.

4.0 Recommendation

That the committee considers progress made by the Sunderland City Council, partners and the Sunderland Partnership and those areas requiring further development to ensure that performance is actively managed.

Report Key

This is the level of performance at 31st March 2010 or latest available during 2009/2010. A question mark means that information is not available

This is the level of performance at 31st March 2011 or latest available during 2010/2011. A Question mark means that information is not available

The target is what we want to achieve. A question mark means that a target has not been set
? = target not set

Performance Indicator	March 2010 Latest Data	March 2011 or Latest Data	Are we improving?	Target	Have we achieved the target?	Commentary
Total number of enquiries (libraries) (LPI010)	159,052.00	169,147.00	✓	155,000.00	★	Performance output above target at end of year
Number of active borrowers per 1,000 population (LPI013)	181.00	167.30	✗	180.00	▲	There is an ongoing programme to encourage active borrowing and reading including continued development of reading groups, author visits and promotions such as World Book Day and National Children's Book Week.

This is a comparison of March 2010 performance against March 2011 performance. The symbols mean:

Performance has improved



Performance is stable



Performance has declined



Information is not available



The traffic light is a comparison of performance at 31st March 2011 against the target. The symbols mean:

The target has been achieved



Performance is within 5% of the target














The target has not been achieved



Not applicable due to no target being set



Prosperity & Economic Development

Performance Indicator	March 2010 Latest Data	March 2011 or Latest Data	Are we improving?	Target	Have we achieved the target?	Commentary
The percentage of the working age population (16-59 for females and 16-64 for males) who are in employment (NI151).	67.00 %	63.90 %		70.60 %		Data relates to January 2010 to December 2010 time period. The negative shift is probably due to sampling issues (the Annual Population Survey is a very small sample, and so is particularly unreliable at the local level). By way of comparison, the trend in benefit claimants shows improvement over the corresponding period, suggesting that the worsening figures for NI151 do not point towards a real problem and should stabilise with the next release of data.
The percentage of the working age population who are claiming out of work benefits (NI152).	18.40 %	17.30 %		19.00 %		Data relates to November 2010
The percentage of the working age population who are claiming out of work benefits in the worst performing neighbourhoods (SOA's with over 25% claimant rate) (NI153)	32.90 %	31.10 %		31.20 %		Data taken from the Department for Work & Pensions quarter 4 return in 2010.
Median gross weekly pay of full-time employees on a workplace basis (NI166)	£406.60	£436.00		£406.60		The average weekly wage of full time employees in Sunderland has increased, 2009 into 2010.
The rate of business registrations per 10,000 resident population aged 16 and above (NI171).	36.60	27.10		37.50		A significant drop which is surprising since the period covered relates to the time when we were emerging from recession and VAT-registered business figures for both stock and registrations (which represent the biggest component of data for NI171) show improvement over the year. The authority will have to wait until the next dataset is released to see whether this is once again merely a statistical anomaly. Data relates to December 2008
The percentage of VAT registered businesses showing year-on-year employment growth (NI172).	15.90 %	15.92 %		15.90 %		Please note, there is a 2 year time lag on the data, which relates to 2009. An improvement over 2008 can be identified and slightly above target.

VISIT TO PORT OF SUNDERLAND

REPORT OF THE CHIEF EXECUTIVE

STRATEGIC PRIORITIES: SP3: PROSPEROUS CITY

CORPORATE PRIORITIES: CIO1: Delivering Customer Focussed Services, C102: Being 'One Council', C103: Efficient and Effective Council, C104: Improving partnership working to deliver 'One City'

1. Purpose

- 1.1 To consider arrangements for a proposed visit to the Port of Sunderland.

2. Background

- 2.1 On 15 June 2011, the Committee agreed to undertake a visit to the Port of Sunderland as part of its work programme for the year.
- 2.2 Arrangements have been made for the visit take place on Wednesday 21 September 2011. A bus will depart the Civic Centre at 10.30am with an approximate return of 2.30pm.
- 2.3 The visit will include a tour of the port area and an opportunity to discuss the work of the Port with the Port Director, Mathew Hunt:

3. Recommendation

- 3.1 The Scrutiny Committee is asked to consider the arrangements for the Committee to visit the Port of Sunderland.

4. Background Papers

None

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WORK PROGRAMME 2011-12

REPORT OF THE CHIEF EXECUTIVE

Strategic Priorities: SP3 – Prosperous City

Corporate Priorities: CIO1: Delivering Customer Focused Services, CIO4: Improving partnership working to deliver ‘One City’.

1. Purpose of the report

- 1.1 The report attaches, for Members’ information, the current work programme for the Committee’s work during the 2011-12 Council year.
- 1.2 The work of the Committee in delivering its work programme will support the Council in achieving its Strategic Priorities of a Prosperous City, support delivery of the related themes of the Local Area Agreement, and, through monitoring the performance of the Council’s services, help the Council achieve its Corporate Improvement Objectives CIO1 (delivering customer focussed services) and CIO4 (improving partnership working to deliver ‘One City’).

2. Background

- 2.1 The work programme is a working document which the Committee can develop throughout the year. The work programme allows Members and officers to maintain an overview of work planned and undertaken during the Council year.

3. Current position

- 3.1 The work programme reflects discussions that have taken place at the 16 June 2011 Scrutiny Committee meeting. The current work programme is attached as an appendix to this report.

4. Conclusion

- 4.1 The work programme developed from the meeting will form a flexible mechanism for managing the work of the Committee in 2011-12.

5 Recommendation

- 5.1 That Members note the information contained in the work programme and consider the inclusion of proposals for the Committee into the work programme.

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE WORK PROGRAMME 2011/2012

REASON FOR INCLUSION	JUNE .06.11	JULY 27.07.11	SEPTEMBER 12.9.11	OCTOBER 26.10.11	DECEMBER 14.12.11	JANUARY 18.01.12	FEBRUARY 29.02.12	APRIL 18.04.12
Cabinet-Referrals and Responses			Response to the 10/11 Policy Review – Low Carbon Economy					
Policy Review	Annual Work Programme and Policy Review 2011/2012 (JD)	Policy Review - Scoping Report (JD) Policy Review – Scene Setting (JD)	Policy Review – Evidence Gathering (JD) Visit to Port (JD)	Policy Review - Evidence Gathering (JD)	Policy Review – Evidence Gathering (JD)	Policy Review – Evidence Gathering (JD)	Policy Review Progress Report (JD)	Policy Review: Final Report (JD)
Performance			Performance Q1 (Mike Lowe) Progress on Previous Policy Reviews (JD)			Performance Q2/ Policy Review Progress (Gillian Robinson)		Performance Q3/ (Gillian Robinson)
Scrutiny	City Centre Improvement Programme – Support for Business(GF) Seaburn Masterplan (KL) Forward Plan (SA)	Work Programme (JD) Forward Plan (JD)	Work Programme (JD) Forward Plan (JD)	Sub National Economic Development (Vince Taylor) Work Programme (JD) Forward Plan (JD)	North East Chamber of Commerce (Andrew Sugden) Work Programme (JD) Forward Plan (JD)	Low Carbon Economy – Marketing and Communication Strategy (JP) Low Carbon Economy - Role of Small Businesses (JS) Work Programme (JD) Forward Plan (JD)	Work Programme (JD) Forward Plan (JD)	Work Programme (JD) Forward Plan (JD)
CCFA/Members items/Petitions								

PROSPERITY AND ECONOMIC DEVELOPMENT SCRUTINY COMMITTEE

FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 September 2011 – 31 December 2011

REPORT OF THE CHIEF EXECUTIVE

12 September 2011

1. Purpose of the Report

- 1.1 To provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 September 2011 – 31 December 2011.

2. Background

- 2.1 The Council's Forward Plan contains matters which are likely to be the subject of a key decision to be taken by the Executive. The Plan covers a four month period and is prepared and updated on a monthly basis.
- 2.2 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 Forward Plan) and deciding whether Scrutiny can add value in advance of a decision being made. This does not negate Non-Executive Members ability to call-in a decision after it has been made.
- 2.3 Members requested that only those items which are under the remit of the Committee be reported to this Committee. The remit of the Committee covers the following themes:-

Inward Investment and Business Support; Regeneration; Improving employability; Encouraging economic prosperity; Boosting the skills and knowledge level of the workforce; City Centre; and Marketing & Tourism.

- 2.4 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.

3. Recommendation

- 3.1 It is recommended that the Committee considers the Executive's Forward Plan for the period 1 September 2011 to 31 December 2011.

4. Background Papers

- 4.1 Forward Plan for the period 1 September 2011 – 31 December 2011.

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