

**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 recommendations contained in its policy review into Tourism and Marketing in Sunderland.





**2. Background**

2.1 Following Cabinet consideration of recommendations from 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.

2.2 The Committee agreed to defer this item at its last meeting in order that it could be considered in further detail at this meeting.

**3. Current Position**

3.1 The recommendations agreed as part of the Committees policy review 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.

<b>Policy Review</b>	<b>Rag Key</b>			
	 <b>Green</b> (achieved)	 <b>Blue</b> (not deliverable)	 <b>Amber</b> (On schedule)	 <b>Red</b> (Not on schedule)
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**

Prosperity and Economic Development Scrutiny Committee- Tourism and Marketing in Sunderland Policy Review 2009/10

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