

Exploring the challenges and opportunities linked to the global recession to enable us to respond appropriately

- New area of focus for 2009 (and 1 of 4 key themes identified for 2009)

Objectives

- To maximise the contribution of the international dimension to economic stabilisation and renaissance within the city
- To engage effectively with the development and subsequent implementation of the city's Economic Master Plan to ensure the international dimension is integrated wherever appropriate

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Facilitate discussions with Economic Master Plan lead officers and consultants. Maintain an overview of activity with economic development focus - and facilitate/chase progress as appropriate.	Quarterly Ongoing (2 years from January 09)	Effective Partnership engagement within Sunderland; high quality to activity developed	Socio-economic benefits - better links with the wider community	Prosperous City	A, E
Business Activity	SCC - Business & Investment Team	Facilitate link to Economic Master Plan development work and Prosperous City Thematic Partnership Engage in discussions with NECC / UKTI re business support initiatives. Support creation of appropriate climate for economic stabilisation and renaissance, and development of business opportunities.	Ongoing (2 years from January 09)	Additional opportunities for business development	Socio-economic benefits - local economic development, increased trade	Prosperous City	A, E
	North East Chamber of Commerce	Support development of business opportunities.	Ongoing (2 years from January 09)	Additional opportunities for business development	Socio-economic benefits - local economic development, increased trade	Prosperous City	A, E
Education	SCC - Children's Services	Development of international dimension within vocational diplomas	Ongoing (2 years from Jan 09)	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness	Learning City	B

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
Higher Education	University of Sunderland	Ongoing development of business focussed and partnership dimension to University activity	Ongoing (2 years from Jan 09)	Additional opportunities for business development	Socio-economic benefits - local economic development, increased trade	Prosperous City	A, E

Potential Indicators / Measures

- No of businesses supported by SCC to engage internationally
- No of businesses supported by UKTI to engage internationally
- Inclusion of international dimension within Economic Master Plan and its delivery
- Outcome of initiatives developed by the University to support economic development

Progress during 2010

- Economic Master Plan, launched (Oct 10), acknowledges importance of international engagement to support city's ongoing economic development
- Representatives from companies engaged in international business or actively exploring opportunities (inward investment / business partnering) took part in local and national EMP launch events (Oct 10)
- Individual members of Steering Group remained engaged in EMP work in other capacities
- Updates at all Steering Group meetings (March, May, Sept and Dec 10); additionally, thematic focus on international dimension of Sunderland Software City activity at one Steering Group meeting (Sept 10)
- 19 Indian companies are engaged in active discussions with Sunderland Software City regarding inward investment activity following visits to India (March and Nov 10). 11 companies are in initial stages identifying market intelligence, 3 companies are involved in dialogue on specific areas, and 5 companies are planning visits to Sunderland in Spring 2011 (3 initial and 2 return visits).
- Sunderland Software City signed a Memorandum of Understanding with the Group of Technology Parks in Trivandrum (April 10) to help attract Indian software companies.
- 1 Canadian company registered in Sunderland (Nov 10) and is using the Business Development Executive element of Sunderland Software City's Soft Landing Programme
- 1 ongoing enquiry from Ukrainian software company linked to Sunderland Software City's Soft Landing Programme
- Sunderland Software City's Soft Landing Programme promoted to software companies in South Korea (Jan 10); no ongoing business enquiries
- Nissan announced Sunderland as the location for the European production of its first electric vehicle (March 10) involving combined investment of £450 million for this and the battery plant announced previously, in 2009
- Marketed Sunderland as a major European automotive centre at international automotive exhibitions in the USA (Oct 10) and India (Dec 10)
- Enquiry re wind turbine manufacture from partnership between Danish and Chinese companies
- 1 Sunderland business launched the first Fairtrade product from a conflict zone, Afghanistan, in partnership with an international NGO (Nov 10)
- 15 companies supported by City Council to engage internationally Jan-Dec 2010 (City Council Performance Indicator)

Amendments proposed for 2011 Work Programme

- Retain as one of 3 key themes
- Add actions for Sunderland Software City under Business Activity following engagement in International Strategy Steering Group during 2010
- Amend focus for Economic Master Plan related activity to implementation rather than development

World-Wide Ambassadors - Develop the role of international alumni from both the University and College as potential World Wide Ambassadors for Sunderland and enable all our Ambassadors - existing and new - to be able to support the city's international engagement

- Continued area of focus from 2008 (but 1 of 4 key themes identified for 2009)

Objectives

- To build a team of City Ambassadors who can support Sunderland's international agenda
- To equip City Ambassadors and Alumni with appropriate information to enable them to promote the city internationally and raise awareness of its international activity

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
PR	SCC - Corporate Communications Team	Lead on strategic direction of World Wide Ambassadors' programme including liaison with City Marketing Group Identify and approach potential new Ambassadors who offer an international dimension. Brief Ambassadors in relation to the City's international activity and general achievements which can be promoted internationally.	Ongoing (2-3 yrs from July 08)	Profile of city raised nationally and internationally	n/a	Image Strategy	E
Higher Education	University of Sunderland	Participate in discussions re engagement of international alumni as potential World Wide Ambassadors for Sunderland	Ongoing (2 years from Jan 09)	Profile of city raised nationally and internationally	n/a	Image Strategy	E
	City of Sunderland College	Participate in discussions re engagement of international alumni as potential World Wide Ambassadors for Sunderland	Ongoing (2 years from Jan 09)	Profile of city raised nationally and internationally	n/a	Image Strategy	E

Potential Indicators / Measures

- No of city ambassadors with an international dimension to their everyday role
- No of events / occasions involving city ambassadors abroad
- No of occasions where city ambassadors promote Sunderland's international activity
- Agreement of approach for joint dimension to international alumni / World Wide Ambassadors activity

Progress during 2010

- Thematic focus for Steering Group meeting (May 10) and updates at one other meeting (March 10)
- Review of City Ambassador programme begun as part of wider Communications activity to enable existing Ambassadors to become better resourced; looking at potential to broaden scheme to include community ambassadors such as taxi drivers
- Establishment of SCC Reputation and Influencing programme; potential for linkages to new City Ambassadors programme highlighted to support international economic development activity including Investment Marketing
- Potential to link to University and College alumni and Honorary Graduates highlighted.
- Development of the Sunderland Story and Financial Times feature on Sunderland linked to the launch of the Economic Master Plan which can act as resources for City Ambassadors; copies sent to region's Brussels Office
- Visit from 2 international city ambassadors (W Kellibrew of DC – Oct 10, O Dulle of USA – Oct 10). Activity with 1 international city ambassador at Springwell Dene Special School for first time (Oct 10) involving all pupils, and with young people from Youth Offending Service for second time (Oct 10)
- University continued to develop its work with international alumni, working with former students in countries including China, Greece, India, Malaysia and Pakistan
- Approximately 3,500 students were studying University programmes overseas in 2010, in 30 different countries around the world
- The 10th year of operation of the University's Office in Pakistan was celebrated at an event held at the British High Commission in Karachi (Sept 10) and reported widely in the national media.
- Worldwide was distributed to all City Ambassadors, including international Ambassadors

Amendments proposed for 2011 Work Programme

- Retain as one of 3 key themes
- Add specific focus on supporting economic development of the city and broaden linkages to Honorary Graduates as well as Alumni

Harnessing international good practice to support the city's ongoing development, focussing initially on the health and wellbeing agenda and health inequalities

i) WHO's European Healthy Cities Network - Continue to develop the city's role within the WHO's European Healthy Cities Network to develop and exchange good practice and support improvements in service delivery

ii) EUROCITIES - Engage effectively in EUROCITIES to support improvements in service delivery, prioritising Economic Development, the Knowledge Society and Sustainability

- Continued area of focus from 2008 (but 1 of 4 key themes identified for 2009)

Objectives

- To be approved as a member of the European Healthy Cities Network for Phase 5
- To develop a work programme within Phase 5 to provide opportunities for learning from WHO participation in relation to the city's strategic priorities
- To identify and take up opportunities for learning from EUROCITIES participation in relation to strategic objectives
- To develop a shared way of working with Newcastle-Gateshead for EUROCITIES where appropriate

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Liaising with SCC health colleagues to support effective engagement in the WHO network. Circulate EUROCITIES information received highlighting opportunities to appropriate contacts (primarily SCC) and follow up - prioritising economic development and the knowledge society and environment. Develop and strengthen relationships with Brussels based EUROCITIES staff. Support effective engagement of Officers and Elected Members in EUROCITIES activity. Liaise with colleagues at Newcastle/Gateshead re EUROCITIES co-operation. Identify linkages / additional support for WHO and EUROCITIES activity through North East England Office in Brussels	Ongoing (3/5 yrs from Jan 08)	Effective Partnership working within Sunderland; Opportunities to develop good practice identified	Institutional benefits - improving service delivery by working on common issues	Learning City	C,D
Service Improvement (Health, Housing and Adult Services)	SCC - Health, Housing and Adult Services	Leading on the City's engagement in the WHO European Healthy Cities network, supporting Officer, Elected Member and Partnership involvement. Organising participation in network meetings.	Ongoing (3/5 yrs from Jan 08)	Good practice exchanged, profile of city raised internationally	Institutional benefits - improving service delivery by working on common issues	Healthy City	C,D

		Promoting Sunderland's good practice within the network. Identifying opportunities to learn from good practice developed elsewhere within the network.					
Service Improvement	SCC - various Directorates (particularly Business and Investment Team; Strategic Economic Development Unit; ICT Unit; Sustainability team)	Develop and exchange good practice within appropriate EUROCITIES forum, attending meetings where appropriate Contribute to EU policy and legislation development	Ongoing (3/5 yrs from Jan 08)	Good practice exchanged, profile of city raised internationally	Institutional benefits - improving service delivery by working on common issues	Learning City	C,D

Potential Indicators / Measures

- WHO Application submitted with Partnership endorsement
- WHO Application successful
- WHO Action Plan developed with clear links to city's strategic priorities
- Identification of Sunderland priorities for EUROCITIES participation
- Agreement with Newcastle-Gateshead for joint approach where appropriate under EUROCITIES
- Action plan in place in relation to EUROCITIES annual Work Programme and Sunderland priorities

Progress during 2010

- Contributed to EUROCITIES Economic Development Forum: gave presentation on city-region engagement; continued to share good practice on Cohesion Policy, Spatial Planning, and Entrepreneurship as well as starting to engage in new discussions on Metropolitan Areas.
- Participated in EUROCITIES Cohesion Policy discussions and contributed to network's paper on Urban Dimension in future EU Cohesion Policy (June 10) and response to European Commission's 5th report on Economic, Social and Territorial Cohesion (Dec 10)
- Contributed to EUROCITIES Core Clusters Working Group including preparation of Clustering and City Competitiveness Guide with contribution to mapping exercise and development of cluster assessment methodology.
- Contributed to EUROCITIES Knowledge Society Forum; gave presentations on Sunderland's involvement in Living Labs network and Digital Social Inclusion; continued to share good practice on Broadband and eInclusion. Working Group priority areas for 2011 identified as Broadband, Social Inclusion, Smart Cities and Open Data.
- Developed EU trans-national programme applications under:
ICT-PSP (June 10, unsuccessful) on Smart Telecentre Working and 7th Framework Programme (Dec 10, pending outcome), via NEEO in partnership with EUROCITIES, on Future Internet
Intelligent Energy Europe (June 10, successful to begin Spring 11) involving 18 cities in 11 countries, with Sunderland's peer review event on Energy in Urban transport to focus on electric vehicle infrastructure
Europe for Citizens (Aug 10, successful) linked to European Year of Volunteering 2011

- Attended EUROCITIES Annual Conference focused on City Branding (Nov 10) identifying good practice relevant to Sunderland such as OnlyLyon campaign; joined Working Group on City Branding
- Ongoing liaison with EUROCITIES colleagues. and contribution to consultation on network's Work Programme, to identify opportunities for city as well as with NEEO colleagues in Brussels
- Identified linkages between EUROCITIES Social Affairs Forum and WHO activity and developed approach to joint work with Newcastle City Council
- Focus on World Health Organisation Activity for one International Strategy Steering Group meeting (March 10) and updates on WHO and EUROCITIES activity at all others (May, Sept and Dec 10)
- Submitted information on Sunderland's Climate Change and Adaptation Strategies to inform EUROCITIES contribution to development of new EU Strategy of Adaptation for 2013 as part of the European Commission's Impacts and Adaption Steering Group (Sept 10)
- Attended the WHO European Healthy Cities network's Annual Business and Technical Conference (June 10), sharing experience on addressing equity in health and the importance of active/participatory citizenship within this context including good practice in facilitating this; also shared experience and expertise in urbanization and health, lessons learned from the H1N1 pandemic, and the WHO's global strategy on harmful use of alcohol as issues with significant implications for public health and local action.
- Gave presentation and shared good practice with other European cities, including the 2010 European Green Capital, to establish best practice in involving citizens in reduction of greenhouse gas emissions and identify best practice in engaging businesses in establishing carbon reduction targets
- Submitted Sustainable Energy Action Plan (Jan 10) as part of commitments under EU Covenant of Mayors; began development work with other regional partners to develop project proposals for potential funding streams.

Amendments proposed for 2011 Work Programme

- Retain as one of 3 key themes
- Add specific focus on supporting development of the city's economy

Identifying the necessary infrastructure (physical, social or cultural) to support the ongoing internationalisation of the City - noting the potential offered by proposals for the candidate World Heritage Site and music development within the city

- Continued area of focus from 2008 with additional references to WHS and Music (but 1 of 4 key themes identified for 2009)

Objectives

- To identify Festivals / Events / Conferences within the city which can be developed from an international perspective to support the economic, cultural and social development of the city

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Facilitate discussion on way forward within International Strategy Steering Group and smaller task groups as appropriate Facilitate liaison with international partners and networks where opportunities for co-operation are identified	Ongoing (2 yrs from July 08)	Increased knowledge and understanding of other cultures, improved community cohesion, profile of city raised internationally	Socio-economic benefits - local economic development; Citizen benefits - cultural enrichment and greater global awareness	Cross-cutting - Culture, Prosperous City	B, E
Culture / Tourism	SCC - City Services	Lead Events programme for SCC including ongoing development of International Friendship Festival Engage with University to support ongoing development of Irish Literature Conference and related Irish Festival activity	Ongoing (2 yrs from July 08)	Increased knowledge and understanding of other cultures, improved community cohesion, profile of city raised internationally	Socio-economic benefits - local economic development; Citizen benefits - cultural enrichment and greater global awareness	Cross-cutting - Culture, Prosperous City	B, E
PR	SCC - Corporate Communications Team	Support promotion of Sunderland festivals / events / conferences in line with the Corporate Image Strategy.	Ongoing (2 yrs from July 08)	Profile of city raised within UK and internationally; residents see benefits of link	Socio-economic benefits - local economic development; Citizen benefits - cultural enrichment and greater global awareness	Image Strategy	B, E

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
Higher Education	University of Sunderland	Lead on the ongoing development of Irish Literature Conference and related Irish Festival activity. Facilitate linkages to encourage development of further Irish activity within schools and libraries and to engage business community	Ongoing (2 yrs from July 08)	Increased knowledge and understanding of other cultures, improved community cohesion, profile of city raised internationally	Socio-economic benefits - local economic development; Citizen benefits - cultural enrichment and greater global awareness	Cross-cutting - Culture, Prosperous City	B, E
ICT	SCC - ICT Unit	Develop proposals for IT in the Community Conference and Digital Challenge dissemination events with strong international dimension	Ongoing (2 yrs from July 08)	Profile of city raised internationally	Institutional benefits - improving service delivery by working on common issues		E

Potential Indicators / Measures

- No / percentage of city events held which include an international dimension (Community cohesion perspective)
- No of events bringing international artists / performers to the city
- No of international visitors at city events
- No of city events/conferences with international speaker(s)
- No of international delegates at city conferences

Progress during 2010

- Secured Take That and Kings of Leon concerts at Stadium of Light for 2011, with Take That expected to attract significant international coverage for venue and city
- Celebrated Chinese New Year with events including over 200 pupils from 6 city schools taking part in Lantern Parade at Sunderland Museum and Winter Gardens and University event attended by 320 people
- 30 International fliers took part in the Sunderland International Friendship Festival (July 10) from Japan, Tasmania, USA, Italy, Germany, France, Belgium, Netherlands, Switzerland, Austria, Australia and South Africa
- Flying display within the Sunderland International Airshow (July 10) included displays from United States Air Force and Royal Netherlands Air Force, with the event estimated as receiving 750,000 visitors with an average spend of £28 per head
- Developed school flag competition as part of Sunderland International Friendship Festival for first time with 485 entries from 6 primary, 1 special and 1 nursery school (won by a pupil from each of George Washington Primary School and Benedict Biscop Primary School)
- Worked with BRASS (July 10) - Durham's Festival of brass – for first time in 2010 to supply the international elements of the music programme, including UK musicians Bollywood and Punjabi music and bands from Switzerland and Spain
- Thematic focus on World Heritage Site bid at one Steering Group meeting (Sept 10) providing update of development work for submission to UNESCO; visit by Italian young people due to connection with their home town and Codex Amiatinus (Sept 10)
- University held its 8th annual Irish Literature Conference bringing 60 visiting academics from UK, Ireland, Israel, Japan, Taiwan, USA and Canada as well as Austria, Germany and Switzerland (Nov 10)

- Programming at NGCA during 2010 included artists from France, Germany, Iraq, Japan, Poland, Spain, Switzerland and USA

Amendments proposed for 2011 Work Programme

- Emphasis on Ireland to be removed
- Focus to move to existing festivals and events as means of wider activity to support integration of international students

Migration and Integration - Work with the City Marketing Group to develop a pro-active city-wide approach to talent attraction and supporting newcomers, including international students and economic migrants, to integrate into city life
- Continued area of focus from 2008

Objectives

- To raise awareness within the Partnership of the need for and benefits of economic migration
- To establish a series of actions to help attract talent to the city and support integration of newcomers
- To work with city-regional and regional partners to implement the agreed actions

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Facilitate discussions re migration through the International Strategy Steering Group and smaller task groups as appropriate	Ongoing (2 yrs from July 08)	City-wide approach to migration and talent attraction developed	Citizen benefits - increased tolerance and understanding between and within communities leading to better social cohesion, cultural enrichment and greater global awareness	Cross-cutting - Equalities, Learning City, Prosperous City, Safe City	B, E
Education	SCC - Children's Services	Consider school requirements to support the needs of economic migrants. Participate in discussions re migration and integration	Ongoing (2 yrs from July 08)	City-wide approach to migration and talent attraction developed	Citizen benefits - increased tolerance and understanding between and within communities leading to better social cohesion, cultural enrichment and greater global awareness	Cross-cutting - Equalities, Learning City	B
Higher Education	University of Sunderland	Explore opportunities to increase retention of talented overseas students. Act as central contact point for liaison with Inclusive Communities Thematic Partnership Play lead role in discussions re migration and integration	Ongoing (2 yrs from July 08)	City-wide approach to migration and talent attraction developed	Citizen benefits - increased tolerance and understanding between and within communities leading to better social cohesion, cultural enrichment and greater global awareness	Cross-cutting - Equalities, Prosperous City	B, E

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
Community Cohesion	Northumbria Police	Participate in discussions re migration and integration	Ongoing (2 yrs from July 08)	City-wide approach to migration and talent attraction developed	Citizen benefits - increased tolerance and understanding between and within communities leading to better social cohesion, cultural enrichment and greater global awareness	Cross-cutting - Equalities, Safe City	B
	SCC - Diversity & Inclusion Team	Lead on Community Cohesion dimension, providing link to Partnership Community Cohesion Working Group and area based community cohesion groups Participate in discussions re migration and integration	Ongoing (2 yrs from July 08)	City-wide approach to migration and talent attraction developed	Citizen benefits - increased tolerance and understanding between and within communities leading to better social cohesion, cultural enrichment and greater global awareness	Cross-cutting - Equalities, Safe City	B
PR	SCC - Corporate Communications Team	Participate in discussions re migration and integration and act as link to City Marketing Group Develop linkages to Image Strategy	Ongoing (2 yrs from July 08)	City-wide approach to migration and talent attraction developed	Citizen benefits - increased tolerance and understanding between and within communities leading to better social cohesion, cultural enrichment and greater global awareness	Cross-cutting - Equalities, Learning City, Prosperous City, Safe City	B, E

Potential Indicators / Measures

- No of migrants into city increase / Increased percentage for city within regional intake of migrants
- Decision of Partnership to develop action plan
- No of actions implemented with regional/sub-regional partners

Progress during 2010

- Approximately 1,900 international and 400 European students studied on campus at the University during 2010, including over 100 different nationalities. The largest numbers of new students arriving in 2010 came from China (685), Malaysia (153) Nigeria (130), India (120), and Pakistan (191), and within Europe from Cyprus (62, Ireland (65) & Greece (60). Approx 150 students are expected to enrol in Feb 2011 following recruitment activities during 2010.
- First "International Student Reception" held by University (Nov 10) to celebrate students from all countries; event included cultural entertainment provided by students from several countries representing the student body
- Establishment of a Nigerian Student Society on campus to lead to the formation of a student alumni association; further development of the Indian Student Society on campus established in 2009 also to continue on to the formation of a student alumni association
- Contribution to integration work via International Student Ambassador programme (reported under International Dimension in Education section)
- College began to consider need for development of increased in-country delivery in response to difficulties experienced by international students in securing visas to travel to the UK to study
- Communications audit work which began in 2009 to find out where Sunderland is being heard, what is being said, whether message are consistent, positive, negative or neutral has been completed and fed into development of communications work for the city

Amendments proposed for 2011 Work Programme

- Focus to move away from pro-active approach to talent attraction to focus on integration dimension, primarily with international students initially

Develop a collective approach to East Asia including China - Progress proposals for collective cooperation with China (Harbin, Nanjing, Liuzhou) to develop economic, educational and cultural opportunities
- continued area of focus from 2008

Objectives

- To develop a formal Friendship Agreement with Harbin and a series of activities to generate economic, educational and cultural benefits
- To develop links with Nanjing to support the development of Sunderland Software City
- To strengthen the University's relationship with Liuzhou Municipal Government through effective partnership working
- To identify strategic opportunities for additional joint work within the Partnership in East Asia

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Facilitate discussions re China through the International Strategy Steering Group and Strategic Focus Group/China Steering Committee Progress formalities with Harbin re Friendship Agreement.	Quarterly April-Dec 08	Additional opportunities for business development; profile of Sunderland raised internationally	Socio-economic - better links with the wider community Institutional - developing useful links and networks of authorities	n/a	A, B, E
		Maintain an overview of all activity with Harbin, Nanjing and City Council activity with Liuzhou - and facilitate/chase progress as appropriate.	Ongoing				
		Arrange incoming and outgoing visits including follow up activity.	Ongoing				
		Develop and manage relationships with local and UK partners as well as within China.	Ongoing				
Business Activity	SCC - Business & Investment Team	Participate in Strategic Focus Group/China Steering Committee Explore business opportunities with Harbin, Nanjing and Liuzhou where appropriate and support business community to do likewise. Support ongoing development of the relationship between NECC and Harbin CCPIT under the MoU.	Ongoing 3/5 years (from Jan 08)	Enhanced learning experiences for children and young people	Socio-economic benefits - local economic development, increased trade	Prosperous City	A, E
	North East Chamber of Commerce	Participate in Strategic Focus Group/China Steering Committee Develop activity under the MoU with partner organisations in Harbin (CCPIT and General Chamber of Commerce) to identify and promote business	Ongoing 3/5 years (from Jan 08)	Additional opportunities to deliver Higher Education created	Socio-economic benefits - local economic development, increased trade	Prosperous City	A, E

		opportunities.					
	SAFC	Participate in Strategic Focus Group/China Steering Committee	Ongoing 3/5 years (from Jan 08)	Additional opportunities to deliver Further Education created	Socio-economic benefits - local economic development	Prosperous City	A, E
Education	SCC - Children's Services	Support development of partnership with Hetton School Develop opportunities for wider school co-operation with Harbin	Ongoing 3/5 years (from Sept 08)	Profile of city raised internationally	Socio-economic benefits - cultural enrichment and greater global awareness	Learning City	B
Higher Education	University of Sunderland	Participate in Strategic Focus Group/China Steering Committee Explore opportunities to develop overseas market including student recruitment. Manage contract with Liuzhou Municipal Government and identify areas for Partnership input	Ongoing 3/5 years (from Jan 08)	Profile of city raised internationally	Socio-economic benefits - local economic development	Prosperous City	A, B, E
	City of Sunderland College	Participate in Strategic Focus Group/China Steering Committee Explore opportunities to develop overseas market including student recruitment.	Ongoing 3/5 years (from Jan 08)		Socio-economic benefits - local economic development	Prosperous City	A, B, E
Culture	SCC - City Services	Coordinate material for inclusion in Harbin museum. Support development of Harbin dimension within British Museum exhibition in Sunderland on China for 2010	March -June 08 and ongoing Jan 2009 - Jan 2010		n/a	Image Strategy	B, E
	Tyne & Wear Museums	Provide material for inclusion in Harbin museum and support with design. Work with partners to include strong Harbin dimension within British Museum exhibition in Sunderland on China for 2010	March -June 08 and ongoing Jan 2009 - Jan 2010		n/a	Image Strategy	B, E

Potential Indicators / Measures

- Friendship Agreement formally in place with Harbin

- No of school links developed
- No of children and young people engaged in partnership activity
- No of companies participating in June 09 Trade Mission to Harbin
- No of follow up enquiries
- No of Joint Ventures established (longer term)
- Inward investment generated (longer term)
- Percentage of Liuzhou students undertaking work shadowing
- No of companies participating in annual Nanjing Software Expo
- No of Sunderland software businesses trading with Nanjing (longer term)
- No of joint initiatives in HE/FE in E Asia

Progress during 2010

- 4 Sunderland companies took part in a trade mission to Harbin, Nanjing and Shanghai (Aug-Sept 2010) organised by the City Council and Sunderland Software City; 1 has entered into a strategic development agreement with a partner in China; a 2nd company made a return visit (Nov 10) and is currently trialling its product in China with a view to launching it in Spring 2011 and opening a Harbin-based office
- City Council support for 1 other business exploring business opportunities elsewhere in China
- 1 additional Sunderland software business carried out trials with a company met during the 2009 trade mission to Nanjing; further work is ongoing as the product was judged not to be market ready for China
- 8 Chinese companies are involved in discussions as part of Sunderland Software City's Soft Landing Programme to encourage inward investment, identifying market intelligence, another has been introduced to a Sunderland-based potential partner, and another is due to visit the UK in Spring 2011
- China Business Development Manager appointed in Harbin in a partnership between the City Council, Sunderland Software City, University of Sunderland and the China Britain Business Council to maximise business opportunities through co-operation with China
- 15 primary pupils from 4 schools took part in a British Council funded Chinese language immersion course within the UK (Aug 10)
- 7 partner Head teachers and 2 Education Bureau officials from Harbin including the Director visited Sunderland (Nov 10) with funding from British Council to support the City-wide cluster of 9 schools (primary, secondary and special) where activity related to China, Chinese language and culture was ongoing in each school during 2010; 9 of the University's International Student Ambassadors from China supported the Sunderland schools with language needs during the Head teachers' visit; the 7 schools hosting their partner Head teacher developed an Action Plan for future school partnership activity
- 5 schools applied for funding (Dec 10) for Joint Curriculum Projects from British Council to support Harbin school partnership projects in 2011 likely to include student visits with 1 primary and 1 secondary being successful
- Development work linked to the University's relationship with Harbin Personnel Bureau and Harbin Normal University (May 10 and ongoing)
- Celebrated the graduation of the 100th student from Liuzhou (May 10) as part of the final year of the University's five-year partnership with Liuzhou Municipal Government providing postgraduate training for government officials; began negotiations re delivery of Professional Doctorates
- University continued to develop educational partnerships across East Asia particularly in China, Hong Kong, Malaysia, Singapore, Thailand and Vietnam including the delivery of University programmes in country with partner institutions; in 2010 there were over 2,000 students studying in Malaysia on Sunderland programmes
- Ongoing work between City of Sunderland College and its partners in Nanjing (ICT) and Inner Mongolia (Engineering)
- Hosted British Museum's touring exhibition 'China – Journey to the East' at Sunderland Museum and Winter Gardens (Jan-May 10), attended by 1500 pupils (aged 7-14) in school groups over 74 visits, with 3,000 people taking part in family activities at weekends and over half-term
- Hosted 'Teach China' Conference (May 10) during exhibition with over 40 teachers taking part; speakers from Sunderland Software City, the University of Sunderland, Durham's Oriental Museum; Head teachers from 2 of Sunderland's Harbin school cluster

Amendments proposed for 2011 Work Programme

- No specific amendments proposed

Washington DC - Pursue development of the business, ICT and tourism elements of the Washington DC Friendship Agreement and broaden the school activity - continued area of focus from 2008

Objectives

- To create opportunities for business and economic development.
- To share experience in ICT and e-government initiatives which will assist in tackling social inclusion and supporting citizen participation.
- To identify opportunities to stimulate tourism.
- To provide opportunities for more school children to benefit from the Agreement.
- To develop two-way University student exchanges and co-operation in glass/ceramics, automotive and other key areas.
- To increase awareness of historical connection.

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Facilitate the quarterly Washington DC Steering Committee meetings in Sunderland (chaired by the Leader of the City Council) and the equivalent Steering Committee in Washington DC (chaired by the Secretary to the District of Columbia). Maintain an overview of all activity under the Agreement and facilitate/chase progress as appropriate. Arrange incoming and outgoing visits including follow up activity. Develop and manage relationships with local and UK partners as well as within the USA.	Quarterly Ongoing Ongoing Ongoing	Effective Partnership engagement within Sunderland; strong working relationships with US partners; high quality to activity developed; increased understanding among residents of benefits	Socio-economic - better links with the wider community Institutional - developing useful links and networks of authorities	n/a	A, B, C, E
Business Activity	SCC - Business & Investment Team	Plan and participate in joint glass/creative industries exhibition involving the Cohesion Network of Glass Artists and Washington Glass School. Develop potential business opportunities in the Software & Technology and Green/Environmental sectors and support business community to do likewise. Develop and manage relationships with local and UK partners as well as within the USA (focussing primarily on	Jan-Jul 09 Ongoing Ongoing	Additional opportunities for business development	Socio-economic - local economic development, increased trade, better links with the wider community	Prosperous City	A, C, E

		business community and senior government).					
	North East Chamber of Commerce / British American Chamber of Commerce	Facilitate high level contact with the American Embassy. Participate in strategic projects requiring region wide business engagement. Support with development of opportunities for businesses e.g. in Technology and Green sectors as well as Defence Industries. Liaison with British American Business Association in Washington DC.	Ongoing Ongoing Ongoing Ongoing	Additional opportunities for business development; Enhanced cultural events; Profile of city raised with Embassies	Socio-economic - local economic development, increased trade, better links with the wider community	Prosperous City	A, C, E
Education	SCC - Children's Services	Identify additional schools City-wide to take part in the Embassy Adoption Programme in Washington DC as partner schools. Support teachers at JFK Primary School and Broadway Junior School and additional schools identified in developing their school partnerships. Develop in-school programmes within JFK Primary school and Broadway Junior School (lead teachers) and additional schools identified. Participate in annual 4th July celebration. Facilitate school involvement in wider DC activity eg development and use of resource packs as part of Sunderland Remembering Slavery legacy, DVD of 4th July celebration 2007. Take up opportunities to engage with DC based City Ambassadors/incoming DC students to benefit Schools, Youth Offending Service, Youth Parliament and others. Explore opportunities to exchange experience in e.g. curriculum development and leadership.	Sept-Nov 09 Ongoing Ongoing Jan - July 09 Ongoing Ongoing Dec 08 onwards	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness; (also potentially - Institutional - improving service delivery by working on common issues)	Learning City	B, C
	SCC - City Services	Support ongoing development of 4th July celebration, including school dimension. Promote Sunderland Remembering	Jan-July 09 Sept 08 onwards Oct annually	Enhanced cultural events	Citizen benefits - cultural enrichment and greater global awareness; Socio-	Cross-cutting - Culture	B, C

		Slavery legacy, including project boxes for use in schools. Exchange information re Black History Month.			economic benefits - better links with the wider community		
Higher Education	University of Sunderland	Develop proposals for future scholarship students from UDC and GWU to come to Sunderland Develop proposal for UDC to receive a Sunderland student in Spring 2009 in partnership with UDC. Confirm scholarship offer from GWU for Sunderland student from Spring 2009 onwards in partnership with GWU and inclusion of Sunderland University as an exchange/study abroad option for GWU students. Develop follow-up activity with initial 2 scholarship students, now City Ambassadors. Share experience with UDC re Foundation degrees and employer engagement as well as business development initiatives. Explore opportunities for joint work in glass and ceramics, automotive etc. Liaise with City of Sunderland College re potential opportunities for co-operation with UDC.	July 08 onwards Oct 08 onwards Oct 08 onwards Ongoing Ongoing Ongoing Ongoing	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness; Socio-economic benefits - better links with the wider community	Learning City	B, C, E
ICT	SCC - ICT Team	Support with video-conferencing for school partnerships. Exchange of experience re eGovernment including Digital Challenge and Sunderland Software City.	As required Ongoing	Good practice exchanged, profile of city raised internationally	Institutional benefits - improving service delivery by working on common issues	Learning City	B, C, E
Culture / Tourism	SCC - Corporate Communications Team	Support promotion of Sunderland as visitor attraction inline with the Corporate Image Strategy.	Ongoing 2 years	Profile of city raised within UK and internationally; residents see benefits of link	n/a	Image Strategy	E

Potential Indicators / Measures

- No of businesses exploring opportunities (e.g. attending business breakfasts)
- No of businesses following up

- No of businesses confirming additional business
- No of examples of information exchanged
- No of areas where exchanged information informs practice
- Direct flight introduced
- Increase in tourists e.g. to International Friendship Festival, International Air Show (Cross-reference to Festivals & Events measure)
- No of schools and no of children engaged
- No of university students from each city involved in exchanges
- No of joint university projects

Progress during 2010

- Second Sunderland software company began to explore additional opportunities in the US market through contacts in Washington DC with initial (July 10) and follow up visits (Oct 10) .
- 4Projects Inc, the US subsidiary of the Sunderland company set up in 2009 with its HQ in Washington DC, is now operating in 4 areas in North America - Washington DC (covering the North East), Texas (covering the South and West), East Canada and West Canada; it is already profitable in West Canada, and is on target to be profitable in DC, East Canada and Texas during 2011; all support and implementation for clients is carried out by Sunderland based staff and the support hours are about to be extended to cover the West Coast of the USA meaning increasing job opportunities within Sunderland.
- Development work undertaken for software trade mission to be led by City Council and Sunderland Software City to Washington DC and Seattle in Spring 2011, approximately 10 Sunderland companies expected to take part.
- Establishment of Sunderland's Creative Cohesion charity and the Creative Cohesion studio centre in Nile Street (opened Sept 10) drawing on experience from DC - inspired by belief from DC experience that artist-led studio centres can be successful; volunteer / collective responsibility approach also inspired by DC experience during Artomatic in 2009 and Glass3 in 2008; 11 artist spaces within centre, 5 occupied by graduates on Graduate Retention scheme; 5 Directors of the charity, of whom 4 are among the established business occupants, have been involved in DC initiatives; workshops and mentoring at Creative Cohesion undertaken by 4 artists involved in DC work, with 2 additional DC participants involved in volunteering.
- Invitation for Sunderland glassmakers to participate in Red Dot Fairs, highly regarded internationally for the quality of their selected artwork, linked to the international profile participation in DC initiatives has given artists.
- 1 glassmaker involved in DC initiatives has established a good working relationship with a number of US galleries, one of which exhibits and sells her work very successfully at SOFA Chicago (probably the world's foremost show for Contemporary Craft and Art); another has been invited to run workshops at Urban Art in New York (May 10) and to demonstrate in the GAS Conference in Seattle in 2011.
- The Ceramicist who spent 3 months in residency at a studio on the outskirts of DC (Dec 09-Feb 10) has been offered further invitations to undertake residencies in New York and in DC .
- 1 artist who participated in Artomatic in DC in 2009 has set up the 2 year Sunderland Book Project which will culminate in an appearance at an annual book fair in Maryland arising from a contact made in DC; local artists and members of the community have generated artists' handmade books on the subject of Sunderland during 2010 and international book artists from around the world will be invited to create a book on Sunderland during 2011.
- 2 Directors of Washington Glass School won Fulbright sponsorships to visit Sunderland during 2011 as guest lecturers to give demonstrations, master classes and strengthen co-operation with the glass community.
- Relationship with the University of the District of Columbia strengthened by a visit from the President of UDC to Sunderland (March 10), and development and signature of an MoU (June 10) with 6 key areas of activity to be developed including reciprocal student exchange.
- Identified areas for potential automotive research collaboration between the University and George Washington University and Howard University.
- 8 Head teachers took part in a study visit to Washington DC (Feb 10) with support from the British Council to develop sustainable school partnerships forming a city-wide cluster of primary, secondary and special schools; a range of activity has been undertaken in individual schools during the year.
- 1 Sunderland school (George Washington Primary School) took part in a Wired World project with Meridian International including a video-conference; follow-up video-conference planned for early 2011.
- Springwell Dene Special School involved in annual 4th July celebrations at Washington Old Hall for first time as 1 of 4 schools participating alongside co-organisers Washington School (John F Kennedy Primary School, Broadway Junior School, George Washington Primary School) .

- Pupils from 2 Sunderland schools (Broadway Junior School, George Washington Primary School) made a virtual tour of Washington Old Hall to share with American teachers on a residential at Mount Vernon, George Washington's estate in Virginia; pupils also took part in a live question and answer session by video-link during the residential (July 2010).
- Sunderland Youth Parliament took part in a filmed debate as part of the 40th anniversary of Earth Day (Apr 10) talking about sustainability issues that affect their lives; filmed debate was posted on website of Earth Day Network, based in DC, to be shared with others across the globe.
- Environmental Proclamations signed by the Leader of the City Council and Sunderland Youth Parliament (Apr 10) stating their commitment to the sustainable development of the city to improve the quality of life for its residents and the global community.

Amendments proposed for 2011 Work Programme

- No specific amendments proposed

International Dimension in Education - Promote the value of the international dimension in education within the city (both formal and informal) - increasing both the number of schools with the British Council's International School Award and participation by students and schools in the International Students into Schools programme as well as encouraging an international dimension to youth provision within the city
- continued area of focus from 2008 (with additional reference to youth provision)

Objectives

- To support all schools to achieve Foundation level of the International School award as a minimum by the end of the 2011/12 academic year.

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Liase with Children's Services colleagues and provide support as appropriate. Support school partnerships developed through City's formal international partnerships. Facilitate relationship between City Council and University for International Students into Schools Programme.	Ongoing - to 2010	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness	Learning City	B
Education	SCC - Children's Services	Lead on promotion of International School Award and opportunities to introduce/increase the international dimension in education.	Ongoing - to 2010	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness	Learning City	B
Higher Education	University of Sunderland	Develop the International Students into Schools Programme.	Ongoing	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness	Cross-cutting - Equalities, Learning City	B

Potential Indicators / Measures

- No of students involved in the International Students into Schools programme.
- No of schools involved in the International Students into Schools programme.
- No of schools with the International School Award (Foundation, Intermediate levels and full award) - target of 30 additional schools by the end of 2008/09 school year, 45 by 2009/10 and 80 by 2010/11.

Progress during 2010

- A support teacher for the International dimension is deployed throughout year to support schools directly with developing the International Dimension in Education and with application process for International School Award
- Ongoing development of Sunderland-based website providing advice and guidance to schools re development of international dimension in education, and of sister site on teaching and learning modern languages

- Employment of 3 Foreign Language Assistants by City Council to provide pupils with experience of speaking to and working with foreign nationals, facilitating language learning and cultural awareness; training provided for all Foreign Language Assistants within the city.
- 1 of the 2 Sunderland schools (Thornhill School Business & Enterprise College and Diamond Hall Junior School) involved in joint Connecting Classrooms cluster project with Bangladesh alongside 2 Durham schools won the national '100 Words' drama competition with their Bangladeshi partners; winning pupils had the opportunity to perform their work in London with learners from Bangladesh and Algeria (March 10).
- 4 schools (Barbara Priestman School, St Mary's RC Primary School, St Anthony's Catholic Girls' School and Hill View Infant School) began a Connecting Classrooms cluster project with India (March 10) with a partner visit to Sunderland and have been developing projects to increase knowledge and understanding of each other's cultures
- 4 schools (Grange Park Primary School, Red House Academy, Southwick Community Primary School and Willow fields Community Primary School) involved in a Connecting Classrooms cluster project with Syria have been focusing joint work on themes of My Home and Family, My School and Community, and My City; teachers visited Syria (April 10) and learning has also been shared with Sunderland Youth Parliament.
- 8 primary and 4 secondary schools took part in the finals of 'City Sings goes International' (Mar 10) with songs from Kenya, Germany, France, South Africa, China, Italy, Brazil and Russia as well as Native American and Zulu traditional songs; City Sings have chosen USA as the theme for following year of school singing competition begun in 2010 with finals to take place in 2011
- 1 school (Barnes Junior School) won a regional Europe Direct grant for Europe Day (May 10) to help explore European culture and languages with their learners and another school (English Martyrs' RC Primary School) was awarded a grant to implement learning activities to mark the European Day of Languages (Sep 2010)
- Pupils from Redhouse Academy took part in a poster competition organised for the first time linked to Europe Day (May 10) to raise awareness of our European connections
- Cluster set up with 12 city schools to pilot UNICEF Rights Respecting Schools Award from an international perspective for the first time and to support areas such as student voice and global citizenship; curriculum work ongoing (from Sept 10); additional links with the School Linking Network established
- 6 schools (4 primary, 1 special, and 1 Infants) took part in Sunderland Partnership competition (Jan 10) to produce a winning storyboard to be made into a film clip to raise awareness of Fairtrade on Sunderland Partnership TV outlets contributing to global awareness; winner from South Hylton Primary School
- All schools within Sunderland provided with opportunity to invite International Students from the University of Sunderland into their schools during 2010 through the International Student Ambassador Scheme (run in partnership between the University and City Council) to assist with increasing knowledge and understanding of other cultures; 5 students from China took part in the scheme (Jan-Dec 10), with visits to 3 schools taking place, in addition to the separate support provided during the Harbin Head teachers' visit
- International students also took part in the University's standard Student Ambassador Programme during 2010 to assist in the outreach work of the Student Recruitment and Widening Participation teams; the students from Greece, Mauritius, Canada, Germany, Singapore, Slovakia, Kenya, Thailand & Malaysia are also able to support the work of the International Student Ambassador scheme subject to demand
- Development work undertaken to maximise links between sustainability initiatives in schools and international dimension in education
- City-wide cluster work with partner schools in Harbin and Washington DC continued alongside the sustainable travel and transport school project with Saint-Nazaire
- 54 schools hold the International School Award with the Foundation level as a minimum (as at Dec 2010) - 17 Foundation, 22 Intermediate, 15 Full Award and 9 progressed from Foundation to Intermediate during 2010. Increase from total of 40 (Dec 09) 21 Dec (08) and 13 (Dec 07)
- Successful EU Youth in Action application for 19 young people to take part in exchange visit to Karlskrona, Sweden (Oct 10), preceded by a preparation visit of 2 young people (Sept 10); development work on application to facilitate return visit to Sunderland in 2011.
- 4 Looked After Children took part in a project through Creative Partnerships involving a visit to Bacau, Romania to compare experiences with fellow young people (July 10).
- Exchange and Study Abroad students promoted opportunities for Study Abroad and Exchange study at the University with partners throughout Europe, USA and Australia with 28 Sunderland students studying abroad in 2010
- Sunderland AFC offered a US student an internship at the Club (Sept 10) which will continue into 2011, strengthening the Club's American connections and providing support for work on the concerts and other events

Amendments proposed for 2011 Work Programme

- No specific amendments proposed

Develop a pro-active approach to business development with Ireland building on Sunderland AFC's Irish connection, and take forward the tourism promotion activity

Objectives

- To engage Irish investors/developers in Sunderland projects.
- To open up trading for Sunderland based businesses within Ireland.
- To develop Irish tourism in Sunderland, within the wider regional context.

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Facilitate discussions re Ireland through the International Strategy Steering Group and Economic Development (Ireland) Task Group. Maintain an overview of activity with Ireland - and facilitate/chase progress as appropriate.	Quarterly Ongoing (from July 08)	Effective Partnership engagement within Sunderland; high quality to activity developed	Socio-economic benefits - better links with the wider community	n/a	A, B, E
Business Activity	SCC - Business & Investment Team	Maintain watching brief of business development opportunities Develop and maintain relationships with Irish businesses and investors Support development of business opportunities.	Ongoing (2 yrs from July 08)	Additional opportunities for business development	Socio-economic benefits - local economic development, increased trade	Prosperous City	A, E
	North East Chamber of Commerce	Support development of business opportunities.	Ongoing (2 yrs from July 08)	Additional opportunities for business development	Socio-economic benefits - local economic development, increased trade	Prosperous City	A, E
	Sunderland Association Football Club	Facilitate linkages to encourage development of business, educational and cultural opportunities for the wider City.	Ongoing	Profile of city raised internationally	Socio-economic benefits - better links with the wider community	Prosperous City	A, B, E
Education	SCC - Children's Services	Engage with SAFC and SAFC Foundation to develop opportunities for children and young people with Irish partners.	Ongoing (2 yrs from July 08)	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness	Learning City	B

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
Higher Education	University of Sunderland	Ongoing development of Irish Literature Conference (opportunities for business engagement) and related Irish Festival activity Explore opportunities to develop Irish market in student recruitment.	Ongoing (2 yrs from July 08)	Additional opportunities for business development	Socio-economic benefits - local economic development	Prosperous City, cross-cutting - Culture	A, B, E

Potential Indicators / Measures

- No of business events held to stimulate Sunderland-Ireland business activity.
- No of new investment projects / business initiatives generated involving Irish developers/investors.
- No of initiatives undertaken as part of Ireland marketing campaign.
- Increase in tourism from Ireland.

Progress during 2010

- University continued to strengthen its educational partnerships with institutions in Ireland (Cork, Dublin and Waterford) building on new partnerships established in 2009 and continuing to receive good numbers of students across all Faculties
- University continued to promote the University and city in Ireland (Cork, Dublin and Waterford), exhibiting at the Dublin Higher Options Fair and Careers Options Cork in 2010
- Reduced level of tourism promotion activity with Ireland

Amendments proposed for 2011 Work Programme

- Partnership-wide focus on Ireland to be removed for 2012
- University to continue to develop its activity on an individual basis

International Development - Develop a Work Programme to enable successful participation in the CLGF's Good Practice Scheme, focusing on economic development with a partner in South Africa

Objectives

- To develop and implement a good practice exchange programme in Economic Development, generating benefits for both partners.

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Explore opportunities with CLGF staff to identify a partner organisation. Develop a work programme with Business Investment team. Implement work programme	Jan 09 onwards Aug-Sept 09 Oct 09 - March 2011	Opportunities to develop good practice identified	Institutional benefits - improving service delivery by working on common issues	Learning City	C
Business Activity	SCC - Business & Investment Team	Develop a work programme with the International Team. Implement work programme	Aug-Sept 09 Oct 09 - March 2011	Opportunities to develop good practice identified	Institutional benefits - improving service delivery by working on common issues	Prosperous City, Learning City	C

Potential Indicators / Measures

- Action Plan / Work Programme agreed by CLGF and funding awarded.

Progress during 2010

- Progress against all 4 project objectives through outgoing and incoming visits (April, Oct 10)
- Developed incentives policy for MLM to support job creation through inward investment
- Secured agreement for MLM to become pilot local authority in South Africa for Department of Labour software to support Job Linkage type activity
- Development work linked to establishment of long-term economic strategy for MLM
- Established structures and membership for new Business Forum led by Executive Mayor to inform economic development and business relationships in MLM, and individual business sector groups; pattern of individual business liaison introduced in MLM with regular visits to large employers started
- Showcased Sunderland software businesses to South African delegation (Oct 09) highlighting ICT as an economic development tool, both in terms of business infrastructure and as sector for economic growth
- Shared Sunderland's experience within CLGF project through presentation by City Council's Deputy Leader during LGA conference (July 10)
- Development work for additional CLGF funding to potentially support establishment of Fairtrade co-operative among craft makers and draw on learning from Sunderland's Cohesion programme
- Linkages with SAFC to support to city's nomination as Candidate City for England's World Cup bid
- Initial discussions re potential University opportunities including International Tourism

Amendments proposed for 2011 Work Programme

- Project to conclude during 2011

Essen and Saint Nazaire - continue to develop the City's twin town relationships

Objectives

- To identify and progress educational and cultural initiatives and technical exchange in line with strategic objectives.

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Maintain an overview of all activity undertaken with twin towns Develop and manage relationships with local and twin town partners Arrange incoming and outgoing visits, including follow up activity Facilitate engagement by Council colleagues and external partners with opportunities	Ongoing	Effective Partnership engagement within Sunderland; high quality to activity developed	Citizen benefits - cultural enrichment and greater global awareness	Cross-cutting - Culture, Learning City	B,C
Education	CCS – Children's Services	Progress programme of youth activity with Essen Explore opportunities to develop school partnerships with Saint Nazaire	Ongoing	Enhanced learning experiences for children and young people	Citizen benefits - cultural enrichment and greater global awareness	Learning City	B

Potential Indicators / Measures

- No of YDG events with twin towns.
- No. of school partnerships with twin towns.
- No of examples of information exchanged.
- No of areas where exchanged information informs practice.

Progress during 2010

- Saint-Nazaire
- 3 schools (St Aidan's Catholic School and Language College, St Paul's Church of England Controlled Primary School and Castletown Community Primary School) involved in curriculum work on sustainable travel and transport through the EU Comenius Regio project 'Ecotwins', together with Groundwork North East; incoming and outgoing teacher visits (Sept, Nov 10); Ecotwins Newsletter circulated to all city schools (Sept 10) sharing project experience and teaching resources
- 21 students from Lycée le Masle visited Sunderland (May 10) and undertook activity with College and University linked to their Marketing and Business studies; development work re potential follow-up activity for 2011 undertaken with College.
- Presentation on Sunderland's approach to Sustainable Housing given at European Conference in Saint Nazaire (May 10), exchanging experience on shared issues
- Work placement for young person from Saint-Nazaire hosted in City Council's International Team (April–July 10) supporting activity with Saint-Nazaire and wider European work
- Tacle Seating and AMAP Electrical Engineering Placements each hosted 2 Masters-level Engineering students from Saint-Nazaire on 3 month work placements (June–Aug 10)

- 6 new school partnerships were established between Sunderland and Saint-Nazaire (July 10) and joint work has begun including exchanges of pupil work and correspondence between classes
- Essen
- Sunderland was represented at the opening ceremony for Essen's year as European Capital of Culture on behalf of the Ruhr District (Jan 10)
- German Consulate sponsored the opening of the National Glass Centre's Glass Delusion exhibition featuring German and other international glass artists, strengthening the relationship established with the German Consul General during 60th anniversary year of Essen partnership (May 10)
- German-English Association members in Essen received a presentation on the city as part of its visiting lecture programme (Nov 10) which took place at the same time as celebrations in Essen to mark the 60th anniversary of the twinning relationship with residents who had participated over the years and a display of bilingual exhibition materials on Sunderland, Essen and the partnership
- Sunderland was represented at the German Embassy in London when German Unity Day was marked (Oct 10)
- 5 young people from Sunderland took part in the Youth Arts Exchange to Essen and their work was displayed in the 'Jugendkunstaustellung' in Essen (Jan 10); 5 young people from Essen visited Sunderland as part of the same exchange, took part in the Young Achievers Award Ceremony (Mar 10), and their work was displayed at the Arts Centre Washington
- 6 young people from Springwell Youth Project took part in Essen's Summer Camp (July 10) as part of the Twins2010 programme during Essen's year as European Capital of Culture and took part in activities with young people from Essen's other twin towns of Grenoble (France), Tampere (Finland), Nizhny Novgorod (Russia) and Tel Aviv (Israel) on the theme of 'Variété de la Vie'.
- A Common Purpose leadership programme which included a Sunderland participant held a session in Essen within its programme (June 10)

Amendments proposed for 2011 Work Programme

- Particular focus proposed on creating opportunities for children and young people

Establish effective means of measuring the impact of the International Strategy and activities undertaken within it.

Objectives

- To develop and implement a performance management framework to facilitate identification and communication of impact of international activity.

Nature of Activity	Organisation	Actions	Timescale	Outcome Envisaged	LGA Benefit Category	Sunderland Strategy Priority	Key Areas of Activity
International Coordination and Relationship Management	SCC - International Team	Prepare action plan for work programme areas - 2009 onwards Coordinate ongoing development of performance management framework (agreed Oct 08) and oversee its implementation incl annual reports. Work with Corporate Communications to implement the Communications Strategy for the International Strategy Co-ordinate production of Worldwide (the city's International Bulletin)	March 09 Ongoing Jan-Feb 10 Ongoing 2/3 times a year from July 08	Increase understanding within partnership and among residents of the benefits of International Activity	n/a	n/a	E
	SCC - Performance Improvement Team	Support ongoing development of appropriate measures and performance management framework (following agreement of model Oct 08)	June-Sept 08	Increase understanding within partnership and among residents of the benefits of International Activity	n/a	n/a	N/A
	All	Contribute to ongoing development of Performance Management Framework (agreed Oct 08) and actively support its implementation Contribute to development of Communications Strategy and actively support implementation	June-Sept 08 (development) Ongoing (implementation)	Increase understanding within partnership and among residents of the benefits of International Activity	n/a	n/a	E

Potential Indicators / Measures

- Approach to performance management developed and agreed within International Strategy Steering Group.
- Actions and potential indicators agreed by partners.
- Process agreed for monitoring/reporting and reviewing.
- No of press releases issued.
- Amount of coverage generated.
- Circulation figures of Worldwide.
- Feedback from sunderland.gov.uk/international and Worldwide.

Progress during 2010

- Approach continued from 2009
- 2 editions of Worldwide produced (March and July 10)
- 14 SCC press releases related to international activity issued, with 13 generating coverage
- at least 8 international activities generating press coverage through partners' activity
- 1 edition of SCC's Chief Executive's blog referencing international activity with Essen (Jan 2010)
- 14 issues of SCC's Members' Update including international activity, with 2 issues with more than one reference
- 3 features on international activity in other publications / newsletters, including NEEIP Case Study on Washington DC Partnership
- Coverage of international activity in the bdaily e-bulletin
- Coverage on at least 1 occasion on Sunderland's international activity in each of Essen, Saint-Nazaire, and South African press
- Circulation of 'Did EU know?' promotional campaign material from the region's Europe Direct centre in Durham to schools and libraries across the city

Amendments proposed for 2011 Work Programme

- Focus in first half of 2011 on developing outcomes in conjunction with City Council Performance Management Officers