

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

13 DECEMBER 2010

COMMITTEE EXPENDITURE IN SUPPORT OF POLICY REVIEW, SUNDERLAND 'THE PLACE'

REPORT OF THE CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

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

1. Purpose of Report

- 1.1 For the Committee to consider expenditure in support of the Policy Review for 2010/11 into Sunderland 'the Place'.

2. Background

- 2.1 Each municipal year, every Scrutiny Committee is allocated a specific budget. This budget is to be allocated as the Committee sees fit, primarily to support robust and wide evidence gathering for that year's policy review.

3. Current Position

- 3.1 At its meeting on 17 June 2010 the Scrutiny Committee agreed to focus on Sunderland 'the Place' as its Policy Review for 2010/11 and at the meeting of 12 July 2010 it agreed the aim of the review, Terms of Reference and sources of evidence.

Community Spirit Consultation

- 3.2 One such form of evidence was to undertake a consultation using the City Council's in-house Community Spirit Panel. The purpose of the consultation is to understand resident's perceptions of Sunderland as a Place and what they want the 'story' of Sunderland to be. Attached as **Appendix 1** is the City Council's consultation mandate, which clearly explains why the consultation is being undertaken.
- 3.3 This item of evidence will principally contribute to the following Terms of Reference;
 - (d) To understand Sunderland's 'story', where the city is positioned now and the image and identity the City Council and partners are aspiring to and working towards; and

- (e) To investigate how people who live, work and study in the city view Sunderland, the place;
- 3.4 It is proposed the consultation is carried out week commencing 24 January 2011, with a focus group being carried out in each area of the city.
- 3.5 The consultation has a cost attached of £2156, although it should be noted that this cost could vary slightly depending upon the response and attendance. This includes;
- Invitation to the whole Community Spirit Panel (1600 letters): £1500
 - Return postage: £35
 - Confirmation letters: £71
 - Hospitality: £250 (£50 per venue)
 - Room Hire (5 venues across city): £300

International Profile Event

- 3.6 Members have been invited to meet with the International Team, business partners and schools within the city on 12 January 2011 at the newly developed Creative Cohesion Building in Sunnyside. As this building is the premises of a charitable organisation, a small donation of £30 has been requested to hire the building for the afternoon.
- 3.7 This item of evidence will principally contribute to the following Terms of Reference;
- (d) To understand Sunderland's 'story', where the city is positioned now and the image and identity the City Council and partners are aspiring to and working towards;
 - (e) To investigate how people who live, work and study in the city view Sunderland, the place; and
 - (g) To gain an understanding of Sunderland's position both regionally and nationally, and ensure that the city is being represented appropriately by external bodies including the media

4. Recommendation

- 4.1 The Committee is asked to consider the proposed expenditure to support the evidence gathering for the Policy Review, to be funded from the budget of this Scrutiny Committee.

5. Background Papers

- Minutes of the Environment and Attractive City Scrutiny Committee; 12 July 2010

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Appendix 1

Sunderland City Council: The Consultation Mandate

Identity	We	The Environment and Attractive City Scrutiny Committee (Sunderland City Council)
Target	views of	The residents of Sunderland's
Issue	concerning	perceptions of Sunderland as a Place and what they want the 'story' of Sunderland to be
Actor	so that	the Environment and Attractive City Scrutiny Committee
Action	can	use the views of residents to inform its Policy Review into Sunderland the Place
Date	at	the Scrutiny Committee on 17 th January.
Wider aim	so as to accomplish	the formulation of strong recommendations to Cabinet from the evidence gained as part of the Policy Review (of which the consultation contributes to in part)

need to understand