

ECONOMIC PROSPERITY SCRUTINY COMMITTEE

AGENDA

Meeting to be held in the Civic Centre (Committee Room No. 1) on Tuesday 4th December, 2018 at 4.30 p.m.

Membership

Cllrs Blackburn, Curran, M. Dixon, Foster, Galbraith, E. Gibson, Jackson, D. MacKnight (Chairman), Marshall, O'Brien, Taylor, Turner (Vice Chairman).

ITEM		PAGE
1.	Apologies for Absence.	-
2.	Minutes of the Ordinary Meeting held on 6th November, 2018 (copy attached).	1
3.	Declarations of Interest (including Whipping Declarations)	-
	Part A – Cabinet Referrals and Responses	
	No Items	
	Part B – Scrutiny Business	
4.	Siglion - Progress Report	8
	Report of the Chief Executive of Siglion (copy attached).	
5.	Major Events – Economic Impact	14
	Report of the Head of Events (copy attached).	

Contact: Christine Tilley Governance Services Team Leader Tel: 561 1345
Email: Christine.tilley@sunderland.gov.uk

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

6.	Annual Work Programme 2018-19	43
----	--------------------------------------	----

Report of the Head of Member Support and Community Partnerships (copy attached).

7.	Notice of Key Decisions	45
----	--------------------------------	----

Report of the Head of Member Support and Community Partnerships (copy attached).

Part C – CCFA/Members Item/Petitions

No items.

E. WAUGH,
Head of Law and Governance,
Civic Centre,
SUNDERLAND.

26th November, 2018.

At a meeting of the ECONOMIC PROSPERITY SCRUTINY COMMITTEE held in the CIVIC CENTRE, SUNDERLAND on TUESDAY 6TH NOVEMBER, 2018 at 4.30 p.m.

Present:-

Councillor D. MacKnight in the Chair

Councillors Blackburn, Curran, M. Dixon, Galbraith, E. Gibson, Jackson, Marshall, Taylor and Turner

Also in attendance:-

Councillor Stuart Porthouse, Portfolio Holder for Housing and Regeneration

Ms Catherine Auld; Head of International Relations, Business Engagement and Investment, Sunderland City Council

Mr Gary Baker, Planning Policy Team Leader, Strategy and Performance, Sunderland City Council

Mr Colin Curtis, Assistant Head of Place Management (Technical), Sunderland City Council

Mr Jim Diamond, Scrutiny Officer, Sunderland City Council

Ms Louise Sloan, Strategic Plans and Housing Team Manager, Sunderland City Council

Mr Tom Terrett, Head of Public Protection and Regulatory Services, Sunderland City Council

Mrs Christine Tilley, Governance Services Team Leader, Sunderland City Council

The Chairman welcomed everyone to the meeting.

Apologies for Absence

Apologies for absence were submitted on behalf of Councillor O'Brien.

Minutes of the Last Ordinary Meeting of the Scrutiny Committee held on 11th September 2018

A copy of the minutes of the last ordinary meeting of the Scrutiny Committee held on 11th September, 2018 was submitted.

(For copy report – see original minutes).

Annual Work Programme 2018/19

Mr Jim Diamond, Scrutiny Officer, Sunderland City Council reported that the October meeting of the Committee had been cancelled as Mr John Seager, Chief Executive of Siglion had been unable to attend and the only other item which had been available was a report providing feedback on the Waste Management visits which the Committee had undertaken.

1. RESOLVED that the minutes of the last ordinary meeting of the Scrutiny Committee held on 11th September, 2018 (copy circulated), be confirmed and signed as a correct record.

Declarations of Interest (including Whipping Declarations)

There were no declarations of interest made.

Consultation on the Publication Draft of the Core Strategy and Development Plan

The Head of Planning and Regeneration submitted a report (copy circulated), to update on the outcomes of the consultation of the Publication Draft of the Core Strategy and Development Plan and to advise the Scrutiny Committee of the next stages in the progress of the Plan.

(For copy report – see original minutes).

Councillor Stuart Porthouse, Portfolio Holder for Housing and Regeneration thanked the Chairman for allowing him to attend the meeting and introduced the report highlighting the need for the Council to have a plan to guide and shape development and set the parameters for this to be achieved.

Ms Louise Sloan, Strategic Plans and Housing Team Manager, Sunderland City Council provided the Committee with a power point presentation detailing the preparation that had been undertaken to produce the Plan, the importance of having a Plan and the consultation carried out on the Plan from 15th June to 27th July 2018 seeking representations to the Publication draft.

Ms Sloan advised that the representations had been taken on board and a response would be published on the website to the issues raised.

Ms Sloan advised that the Cabinet and Full Council would be recommended to approve submission of the Plan to the Secretary of State.

In response to Councillor M. Dixon, Ms Sloan advised that the future policy on empty properties was part of the Housing Strategy and Local Plan. There was a policy in the Plan encouraging properties to be brought back into use. She added that through the Housing Strategy the Council would have the tools to work with landlords and partners to bring properties back into use. There was also Sunderland Homes Limited which was a new project and had bought 4 homes which it hoped to bring back into use in the New Year.

In response to Councillor Dixon and the Chairman, Ms Sloan advised that the Council would be defending its requirements for 15% affordable homes on development sites.

In response to Councillor E. Gibson who enquired about the settlement break in Doxford ward, Ms Sloan advised that it had been difficult to defend the policy of the settlement break as it was quite old, however going forward they would be in a more stronger position to defend.

In response to Councillor Turner who enquired whether there would be enough school places, Ms Sloan advised that Officers were working closely with the

Education Department and there was an education report as part of the Plan which would be reviewed on an annual basis to look at capacity.

In response to Councillor Taylor who enquired what happened when sites which the Council was not supporting were removed from the Plan, Ms Sloan advised that the developers continued to fight for them to be included and the Council would argue its case to prevent the site coming forward.

Ms Sloan confirmed in response to Councillor Jackson that with regards to shaping areas, thresholds would be established and policy and guidance included in the Plan in relation to houses in multiple occupation.

Councillor Porthouse commented that the one thing which came through was the importance of the Plan to control developers from building wherever they wanted to build. It was important that the Plan was approved and protected the Green Belt and the sites the Council wanted to protect.

Full consideration having been given to the report, it was:-

2. RESOLVED that the outcomes of the statutory consultation on the Plan (Appendix A) be noted and that the Cabinet and Council be advised that the Scrutiny Committee supported the recommendations of the report.

Business Centres Overview – Progress Report

The Head of International Relations, Business Engagement and Investment submitted a report (copy circulated), on progress in relation to Evolve Business Centre, Sunderland Software Centre and Washington Business Centre.

(For copy report – see original minutes).

Ms Catherine Auld; Head of International Relations, Business Engagement and Investment, Sunderland City Council briefed the Committee on the report which provided an overview of the performance of the three business centres, including occupancy levels, financial information and an overview of actions which were being taken to increase occupancy.

Ms Auld referred Members to section 4 of the report which set out the financial information in respect of each centre and then covered the occupancy information. She highlighted section 5 regarding approaches to reducing expenditure and increasing income and the refreshed marketing approach being developed in conjunction with the Council's Corporate Affairs and Communications Team.

In response to Councillors Gibson and Dixon, Ms Auld advised that at the Software Centre companies had been allowed to buy parking and therefore there was very limited space visitor parking. Parking was free at the Evolve Business Centre and the Washington Business Centre. They had looked at building more parking to improve the offer at the Software Centre however they had not been able to do this. The number of permits at Tatham Street had been increased and they had also looked at doing the same at other car parks in the city.

Ms Auld commented that the continuing regeneration of the city might improve the position regarding the Software Centre. A model for the next 3 to 4 years was in place to increase occupancy and a reserve set aside to meet shortfalls in income and smooth the impact of under occupancy during this period. Funding from the European Development Fund had been provided for the Centre and this specified the type of companies which could be supported both to start up and grow and Officers tried to interpret this as flexibly as possible whilst reducing the risk of claw back.

The Chairman commented that it was disappointing that the uptake at the Software Centre was not as expected and supported the need for further advertising and promotion on social media.

Ms Ault advised that the next report to the Committee would detail the types of company in the centres.

Full consideration having been given to the report it was:-

3. RESOLVED that the report be received and noted.

Gambling Act 2005 – Approval of the Council’s Statement of Policies

The Executive Director of Economy and Place submitted a report (copy circulated), asking the Committee to consider and comment on the responsibility of the Council with regard to the publishing of a statement of principles under the Gambling Act 2005.

(For copy report – see original minutes).

Mr Tom Terrett, Head of Public Protection and Regulatory Services, Sunderland City Council briefed the Committee on the requirements of the Act and the current position and referred Members to the revised draft of the Statement of Principles, amended in line with the comments received and set out as Appendix 1 to the report.

In response to Councillor Dixon, Mr Terrett advised that any reduction in the permitted betting stake was a decision of the Government and that the Council was not responsible for any consequences businesses might suffer as a result.

Full consideration having been given to the report, it was:-

4. RESOLVED that the report be received and noted and that the Cabinet and Council be advised that the Scrutiny Committee recommend that the draft statement of principles be approved under the Gambling Act 2005.

Waste Management Facilities Visits - Feedback

The Head of Member Support and Community Partnerships submitted a report (copy circulated), to provide feedback following the Committee’s visit on 13 September 2018 to view the facilities to treat waste located at the South Tyne and Wear Waste Management Facility and also on the visit of 30 October 2018 to consider issues

relating to the collection of recyclable waste and the operation of the Material Recovery Facility (MRF) plant in Hartlepool.

(For copy report – see original minutes).

Mr Colin Curtis, Assistant Head of Place Management (Technical), Sunderland City Council briefed the Committee on the report highlighting the South Tyne and Wear Waste Management Partnership (STWWMP) made up of Gateshead, South Tyneside, and Sunderland councils and the Joint Municipal Waste Management Strategy which was agreed between the authorities in order to tackle the environmental and financial challenges.

Mr Curtis advised that the current position on recycling in Sunderland was 30% and needed to be much higher. The National target was 50% by 2020, although this was not a statutory target. The Council was reviewing its strategies to improve recycling for the future, although it was difficult to put firm plans in place and make the necessary investment without the assurance that the national strategy and policy was not going to change.

Councillors Curran and Jackson commented positively on the visits to the waste management facilities advising that they had been very informative.

Councillor Taylor informed Members of the issues around waste in Washington with regards to waste escaping from vehicles and breeches around waste permits. He commented on the need for a more joined up approach to managing the issues he had reported to the Committee and suggested that it would be useful for the Committee to visit the waste sites in Washington.

Mr Curtis commented that he understood Councillor Taylor's concerns in relation to waste management issues in Washington. He advised that where the Council was a stakeholder in a site, Officers of the Council met regularly to monitor how the contract was being performed.

Councillor Turner suggested that Officers came along to the Voluntary Sector Community Group meetings to inform residents what they should be recycling.

Mr Curtis stated that this was something they could try to put in place as there were partner organisations who had people that did talks on this.

Councillor Galbraith commented that he was concerned at the amount of sorting out of the waste that was carried out at the waste management site when it was supposed to be already sorted and added that if the waste was presented correctly that this would save money.

Mr Curtis confirmed that this would reduce costs. He added that waste was getting lighter. The Council was collecting more however the tonnage was only at 30%. There was a need to get the balance right and the standard of materials that were being recycled needed to be better. Communications with residents were needed to get them to do more and thought needed to be given to how robust to be with those who did not recycle. Human intervention at the Waste Management site would still be needed to sort the recyclables. New Guidance was awaited from Government as to what types of waste they wanted Council's to recycle.

Councillor Blackburn suggested exchanging the Council's load from one recycle site to another to verify the load. He pointed out that paper weighed more when it was wet. He commented that there was confusion from residents as to what could be recycled and that the Council should work with residents on any future communications to ensure it was clear and understandable.

The Chairman requested that more information be provided to Members concerning the contamination labels put on bins so that they were able to explain the reason why to residents if they were asked.

Mr Curtis commented that he would take the above issues on board and it was:-

5. RESOLVED that the feedback detailed above be received and noted.

Annual Work Programme 2018-19

The Head of Member Support and Community Partnerships submitted a report (copy circulated), setting out the current work programme of the Committee for the 2018-19 Municipal year.

(For copy report – see original minutes).

Mr Jim Diamond, Scrutiny Officer advised that Mr John Seager, Chief Executive of Siglion would be in attendance at the December meeting of the Committee. Reports on Stadium Village Master Plan and the International Strategy remained to be programmed onto the Committee's work programme.

6. RESOLVED that the information contained in the work programme for 2018-19 and detailed above, be noted.

Notice of Key Decisions

A report providing Members with an opportunity to consider the items on the Executive's Notice of Key Decisions for the 28 day period from 23rd October, 2018 (copy circulated), was submitted.

(For copy report – see original minutes).

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

The Chairman referred to item 180725/274 on the Notice and asked if further information could be provided as to whether this meant the fees for Care and Support at Home for Adults were to increase.

The Committee having being informed that the matter had been raised at the Health and Wellbeing Scrutiny meeting by Councillor Davison, it was:-

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

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

(Signed) D. MACKNIGHT,
Chairman.

REPORT OF THE CHIEF EXECUTIVE OF SIGLION

SIGLION – PROGRESS REPORT

1. Purpose of the Report

- 1.1 To receive a progress report from John Seager, Chief Executive of Siglion on the progress being made in delivering the regeneration of a number of key sites within the city.

2. Background

- 2.1 In setting its work programme for the year, the Committee agreed to receive a further update from Siglion on the regeneration of a number of sites within the city including the Vaux site, Seaburn and Chapelgarth.

- 2.2 The five priorities for Siglion are to:-

- Improve concentration of new economic activity in the city centre
- Create a city centre that supports such higher value job creation
- Bring dormant areas such as the former Vaux site back into use
- Offer a wider choice of housing to the market
- Position Sunderland as a place to invest

3. Current Position

- 3.1 John Seager Chief Executive of Siglion will provide a presentation on the progress being made to date.
- 3.2 A paper prepared by Siglion for the meeting is attached.

4 Conclusion

- 4.1 The report and presentation will provide members with background and the current position in relation to the progress being made by Siglion.

5. Recommendations

- 5.1 The Scrutiny Committee is asked to consider and comment on the contents of the report.

6. Glossary

None

Sunderland Council Scrutiny Committee Update December 2018

Siglion is a 20 year joint venture partnership. It was formed in November 2014 between Sunderland City Council and Carillion (Maple Oak) Developments Ltd, with development and asset management services provided by industry leading experts igloo Regeneration. Although Carillion (Maple Oak) Ltd is a subsidiary of Carillion Plc, it is not currently in liquidation.

The Siglion partnership does not rely on any continued financial investment from either partner to continue delivering upon its business plan and our main focus, to instigate regeneration through well designed development across the city, has carried on through 2018 as planned. In addition, Siglion owns a 1m sqft commercial property portfolio incorporating a wide variety of uses.

Siglion LLP is the overriding company which has 2 subsidiaries, Siglion Developments and Siglion Investments. Our work in these 2 companies can be explained as follows:

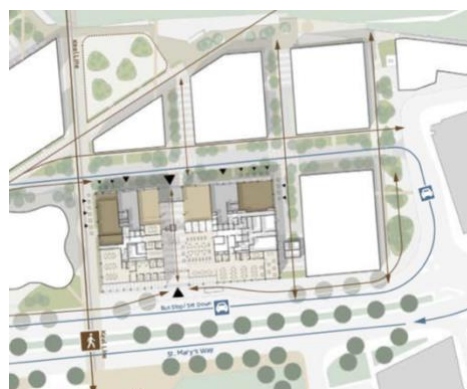
A) SIGLION DEVELOPMENTS

1. Vaux



Following almost 17 years of inactivity, work commenced on the first phase of development on the Vaux site during 2016. The first phase includes a 60,000 sqft office building with ground floor retail / leisure accommodation and an extensive public realm space, including the completion of the Keel Line. The appointed main contractor for Phase 1, Carillion Construction, terminated work on the site on 15th January 2018. Following a thorough retender process work recommenced in June 2018 under the main contract with Tolent Construction. Not only is this one of the first Carillion Construction sites in the country to recommence work but we have also ensured, through the process that original sub contractors were reappointed, building warranties are preserved and no reduction in build quality has been seen. Phase 1 is scheduled for completion in March 2019.

In addition to Phase 1, work has been progressing on the final designs for “The Hub” – a multi occupied public sector building fronting onto St Mary’s Boulevard.



Siglion’s development strategy for the long-vacant Vaux site is based on a comprehensive mix of uses comprising predominantly business-space and homes but also including leisure, ancillary retail and cultural spaces phased across the whole site in order to redefine Vaux as a vibrant new city-centre district for Sunderland. This strategy is based on the following principles of economic development:

1. Attracting businesses whose activity has spill-over benefits for other businesses around them would have a multiplying impact on activity in the city centre, further increasing the output of the economy. Siglion’s Vaux masterplan responds to this by delivering business-space in an environment that overtly encourages business-to-business activity, concentrating new economic activity in the City centre as a means of increasing the productivity of Sunderland’s businesses.
2. Research identifies that the availability of higher-skilled services jobs is likely to become ever-more important to a city economy. Having a city centre that supports higher-value job-creation is therefore recognised as being important for the long-term growth prospects for Sunderland’s overall economy. Further, a lack of activity on land such as the Vaux site means that this land is not being used for job creation and output generation, which restricts the overall output from Sunderland’s economy. Bringing dormant sites such a Vaux back into use is seen as being a critical driver for Sunderland’s direct and indirect economic growth.
3. Housing choice in the city-centre has not kept pace with rising aspirations and incomes. As a consequence, the city has been losing younger people and young families. Offering a wider choice of housing to the market is considered essential in retaining and attracting the occupants of the City needed to build a vibrant and successful economy.

To deliver Vaux in accordance with these principles, Siglion is addressing five strands of development:

- Bringing new workspaces to Vaux focused on three types of occupiers:
 - Multi-tenanted building for local and regional businesses in the knowledge sector;
 - Public-sector Hub;
 - Private-sector offices for larger / single occupiers;
- New homes within a distinctive residential neighbourhood; and
- Amenity uses

The Vaux site may be differentiated by 2 key factors: location and amenity. By prioritising these factors we will provide an immediately recognisable distinction from out-of-town business parks and housing developments. In contrast Vaux will offer a stunning environment of workplaces, homes and local amenities linked to a city-centre, public transport, riverside walks and vistas out to the sea – an offer that can be combined with proud history, an energetic cultural scene and strong associations with healthy, sustainable lifestyles that attract regional occupiers and national investors.

2. Seaburn



There was a time when Seaburn was a thriving resort with a permanent fairground, restaurants, deck chairs and donkey rides. However along with many UK resorts its popularity has declined as a destination for family holidays. The nature of a 21st century seaside resort has changed from when they catered for family holidays, they are more likely now to draw day trippers in, with a more aspirational and quality offer, with people seeking somewhere to live.

The Sunderland coastline is a massive asset to build on, with its stunning beaches and sea-front from Seaburn through to Roker and the marina. There is a real opportunity to broaden the appeal helping to support Sunderland's aspiration to be "the UK's most liveable city". and adding to the spend in retail and restaurant venues along the sea-front, together with utilizing Cut Throat Dene as an outdoor leisure space. The 4* Marriott hotel could be complemented by a 3* boutique, budget or aparthotel operator, and we see commercial potential to develop some additional A1 retail space. Combining this with A3, café-bars and restaurants, across the front, this will strengthen the visitor attraction to the sea front enhancing the evening economy.

The hybrid planning permission was granted on 31st October 2017, on completion of the S106. This permission sets out the parameters for the future development as well as the detailed consent for the initial infrastructure works which includes the new car park on Dykelands Road.

The consent consists of a number of regulatory plans, including land use, height, activation of the seafront together the maximum quantum of development, 279 new homes and 97,000 sqft of commercial/leisure space. Our latest masterplan is currently undergoing some reconsideration, whilst the outline planning consent states physical numbers in terms of square footage, building heights and numbers of homes it should be noted that is likely that the final delivery is considerably less than these figures. We will update the committee on progress on the masterplan in due course.

3. Potters Hill (formerly Chapel Garth)

Part of the South Sunderland Growth Area (SSGA) with over 3,000 new homes planned. The site has the potential to significantly contribute to this with family oriented homes along a more traditional developer route with private outside family space.

This site will be developed to a lower density than those in the city centre so that it is more in keeping with the surrounding area. To meet with the City Council's aspirations a proportion of the site will be designed and marketed for more aspirational or executive homes that we agree with the City are essential for Sunderland to provide attractive housing for business leaders working in the city and the surrounding area.

Hybrid planning consent was granted in December 2016 with completion of the S106. This consent is for 750 homes, of which a minimum of 20% will be 5 plus bedrooms reflecting the wish for Executive style homes in this location. In addition, there is provision for a small scale retail/community facility of up to 10,000 sq ft which could form the heart of the scheme along with the high quality public realm and open spaces. This facility could house a doctor's surgery, nursery, dentist etc.

Siglion's aim, to act as Master Developer for delivery of this site, is illustrated well by our agreement to sell an initial parcel of land to Miller Homes who commenced work on site in October 2018 to deliver the first 160 homes.



The masterplan maximizes permeability through the site with a clear street network and hierarchy. The road hierarchy has been developed by creating a main primary spine which links the new neighborhoods together with secondary and tertiary routes leading from here. Pedestrian links then connect through to open spaces and to existing cycle and pedestrian networks as well as linking new neighborhoods.

The open space is high and this reflects the characteristics of the site with the existing woodlands. A green buffer with acoustic screen is created along the A19 with a green central spine connecting the entire neighborhoods together and increasing the habitats for wildlife and biodiversity. A hierarchy of open spaces is created, with existing woodlands and open spaces to formal parks and private gardens. This increased level of open space helps to create a distinctive sense of place.

B) SIGLION INVESTMENTS

The investment portfolio is made up of a variety of assets including commercial, workspace, retail and industrial properties with a mixture of single occupation and multi occupied properties spread across the City. Siglion continue to manage this through a strategic asset management approach which allows us to grow the value of the portfolio for the benefit of the partners and to provide a solid base of assets from which to drive the regeneration of the city.



REPORT OF HEAD OF EVENTS

MAJOR EVENTS – ECONOMIC IMPACT

1. Purpose of the Report

- 1.1 To provide a feedback report on the Tall Ships Race and the Sunderland Airshow 2018.

2. Background

- 2.1 At the beginning of the year, the Committee agreed to include in its work programme a report on the economic impact and outcomes of two major events held in the city during 2018; the Sunderland Airshow and The Tall Ships Races Sunderland 2018.
- 2.2 The item has been brought to the Committee in view of the significant economic impact of the events for the city.

3. Current Position

- 3.1 Between 11-14 July 2018, Sunderland acted as the host start port for the Tall Ships Race 2018. As part of this, the city welcomed more than 50 ships and welcomed in the region of 1.2 million visitors
- 3.2 The Sunderland Airshow was held between 27-29 July 2018. This year's event was the 30th anniversary of the show. The three day event included a programme of flying, stage performances and ground activities and displays.
- 3.3 Victoria French (Head of Events) will be in attendance to provide a presentation and answer member's queries.

4 Conclusion

- 4.1 The presentation will provide members with an overview of the outcomes and economic impact of the two events.

5. Recommendations

- 5.1 The Scrutiny Committee is asked to consider and comment.

6 Background Papers

None

The economic impact of Sunderland signature events 2018

**Victoria French
Head of Events**

The Tall Ships Races Sunderland

10th – 14th July 2018



30th Sunderland Airshow

27th – 29th July 2018





50 Ships Representing 16 Countries

- **Class A – 17**
- **Class B – 18**
- **Class C – 11**
- **Class D – 4**



Shtandart (A)



Etolie (B)



Vahine (C)



Rona II (D)

In the region of 1.2million visitors



Amazing Cultural Programme



Media Coverage

3 Nov 2014

Initial media value target £4 million

- Regional Print: £2.26m
- National Print: £0.524m
- Magazines: £0.356m
- National Broadcast: £0.241m
- Regional Broadcast: £0.957m
- Social Media: £1.49m

Value = £5.828m

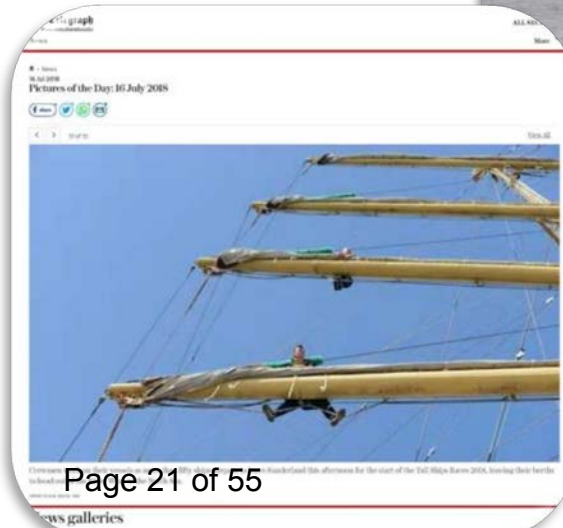
*Advertising Value Equivalent (AVE)

01 April 2017 - Sept 2018

- News items: 3,455
- News reach: 41.88 million
- News sources: 229

Media Attending

- Accredited media 184
- Media organisations attended 41



Social Media (10-14 July)

- 84 Facebook posts reaching 250,000 people
- 321,980 website hits in 5 days
- 149 tweets earning 560,000 impressions



Visitor Profile

300 visitors were interviewed for their opinions on their visit. This sample would give a confidence level of 95% and a margin of error of +/-5%

Visitors tended to be:

- From the North East
- Aged over 56
- Travelled by train or on foot
- **The Tall Ships** was the main reason for visiting for 1 in 3 respondents.
- 1 in 10 stayed overnight, with the average stay 3 nights. Most stayed with friends or relatives.
- Visitors wanted to maximise their experience with a good spread of visits to all the zones and more than half of visitors saying they planned to spend 2 days or more at the event.
- Websites, social media and advice from friends and relatives were the main sources of information.
- Most had an experience which they expected or was better than they expected.
- 1 in 5 rated the event 9 or 10 out of 10.

What visitors liked

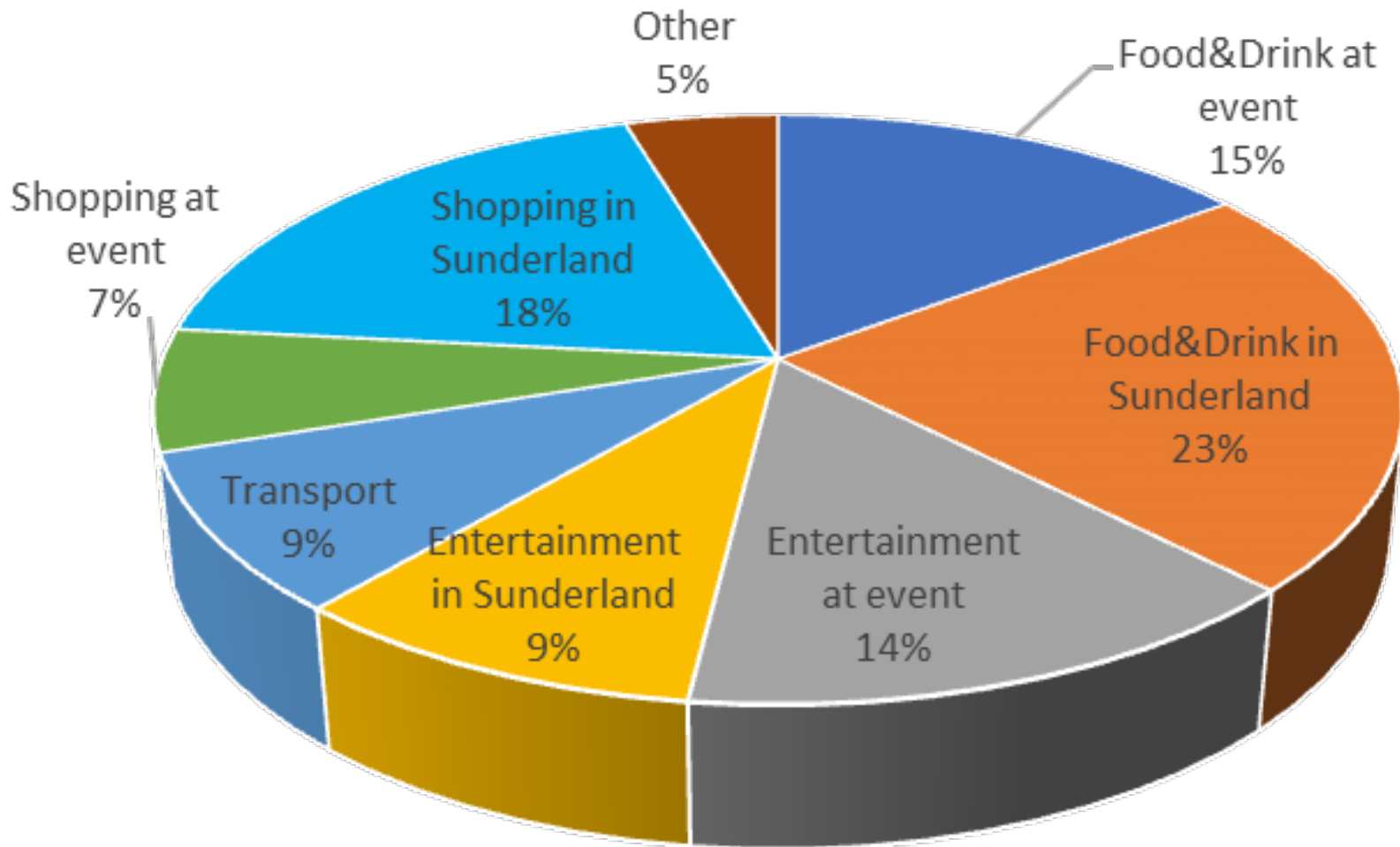


What visitors would like improved

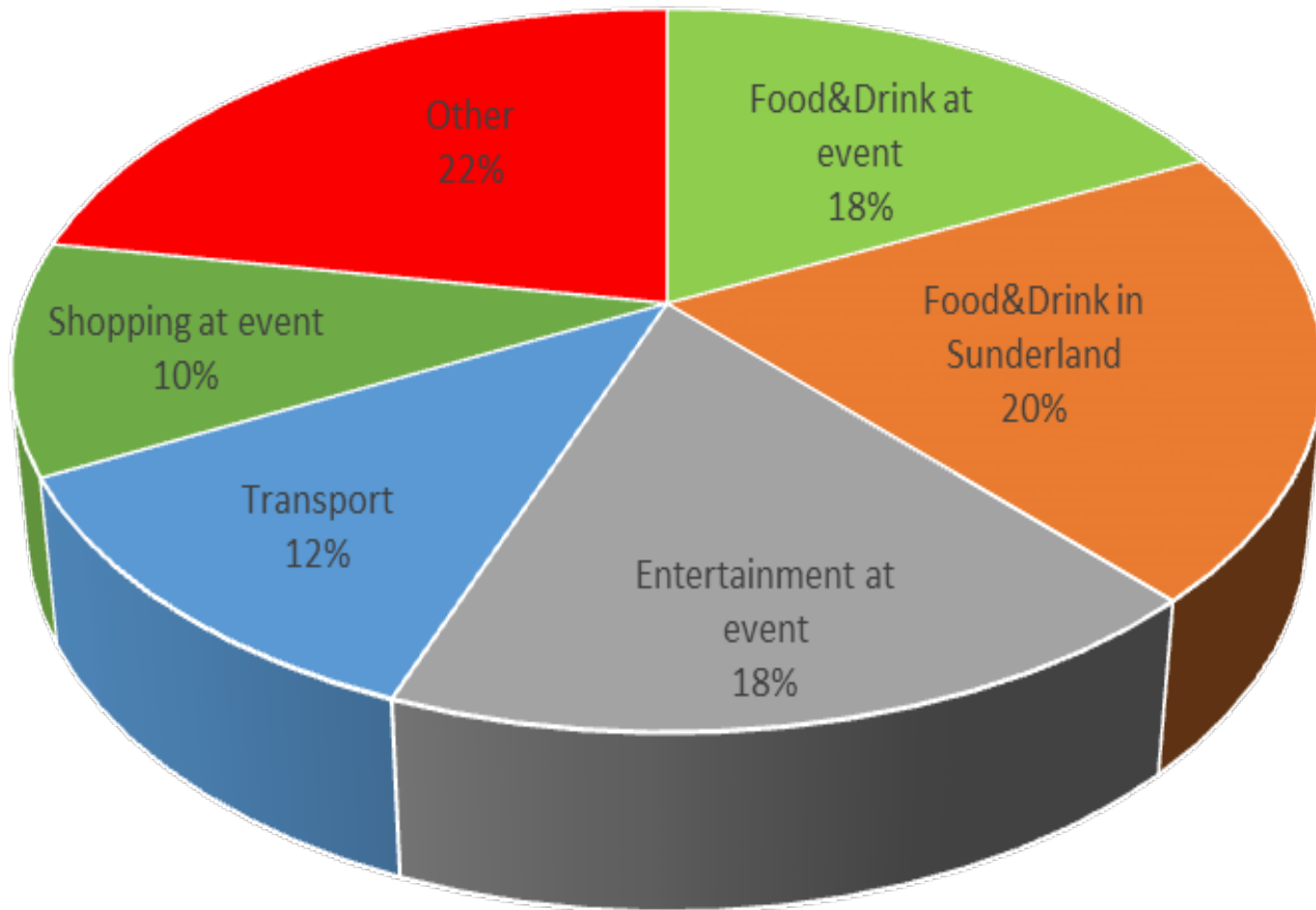


Sunderland residents

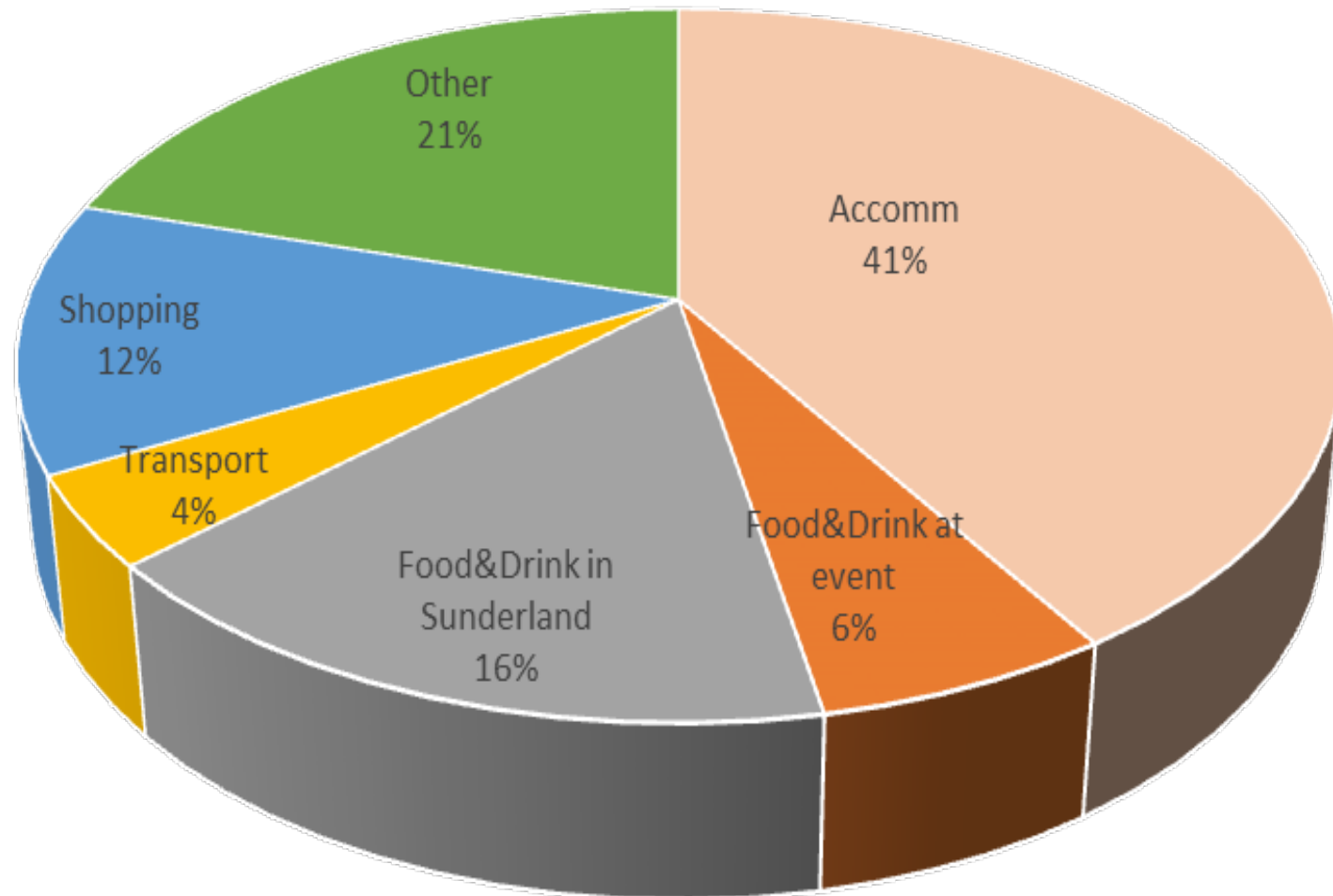
£8.54 per person



Non-resident day visitors £6.50

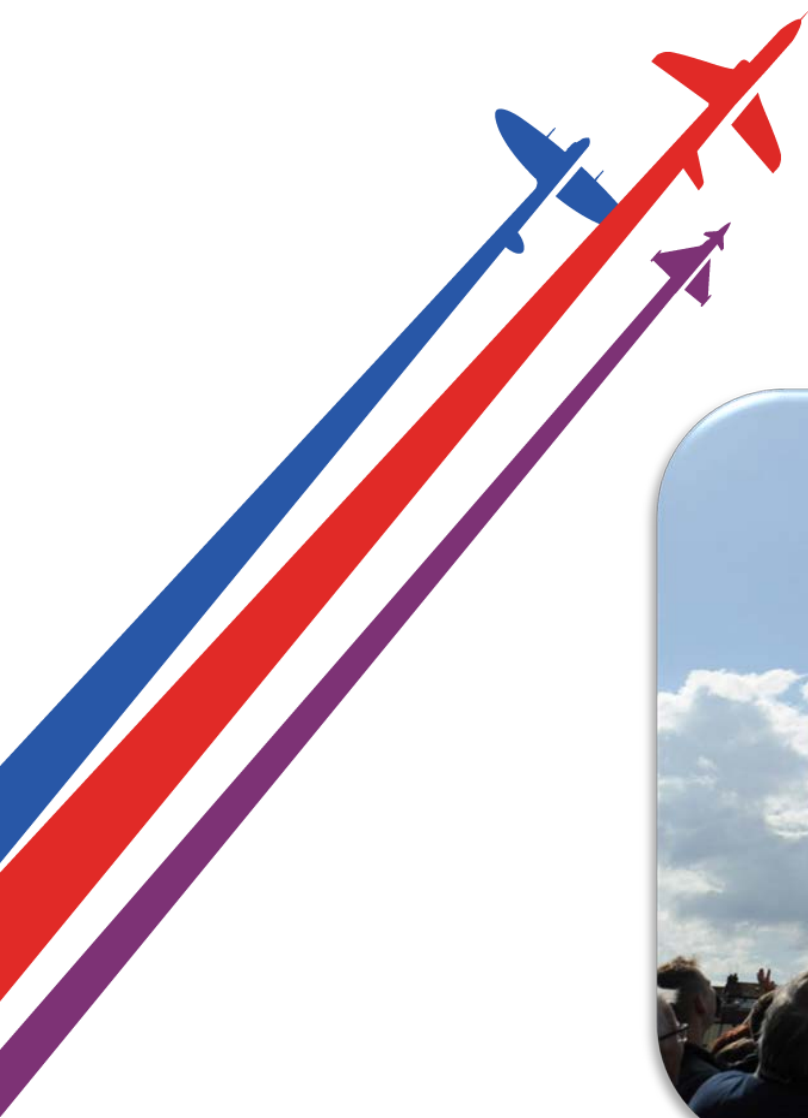


Overnight visitors per person £21.90



Just as we planned it !!





30th **Sunderland** Airshow 2018



1 mile of event space



Estimated 600,000 visitors across 3 days



Media & Social Media

Facebook coverage:

- 1,915 new followers between 25-29 July
- Posts reached 140,602 people in week of the event
- Facebook Live videos very popular, one of Red Arrows on Saturday has been viewed over 50,000 times
- 36 Facebook posts on event days

Twitter:

- 1489 new followers
- 105 tweets sent on event days
- 698.6K impressions from 24-29 July

- 3 media partners - BBC, Sun FM and Sunderland Echo

- Accredited media attending - 50

- Audience reach 9.83m

- Regional media £0,233m

- National Media £0.174m

- Magazines £0.045m

- Social Media £1.0m

- Other £0.038m

- **PR Value £1.49m***

***Advertising Value Equivalent**

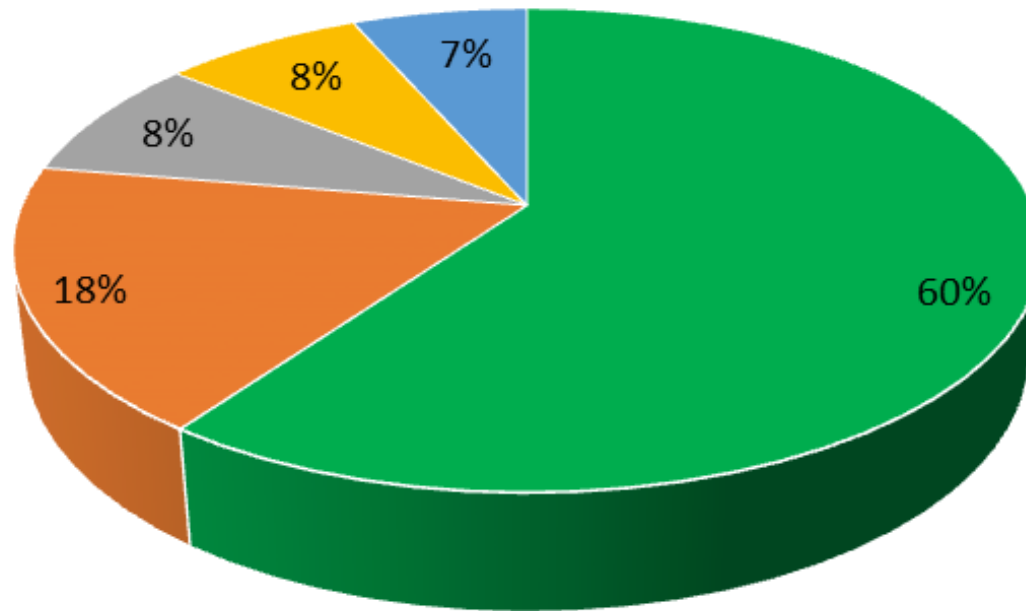
Visitor Profile

300 visitors were interviewed for their opinions on their visit. This sample would give a confidence level of 95% and a margin of error of +/-5%

Visitors tended to be:

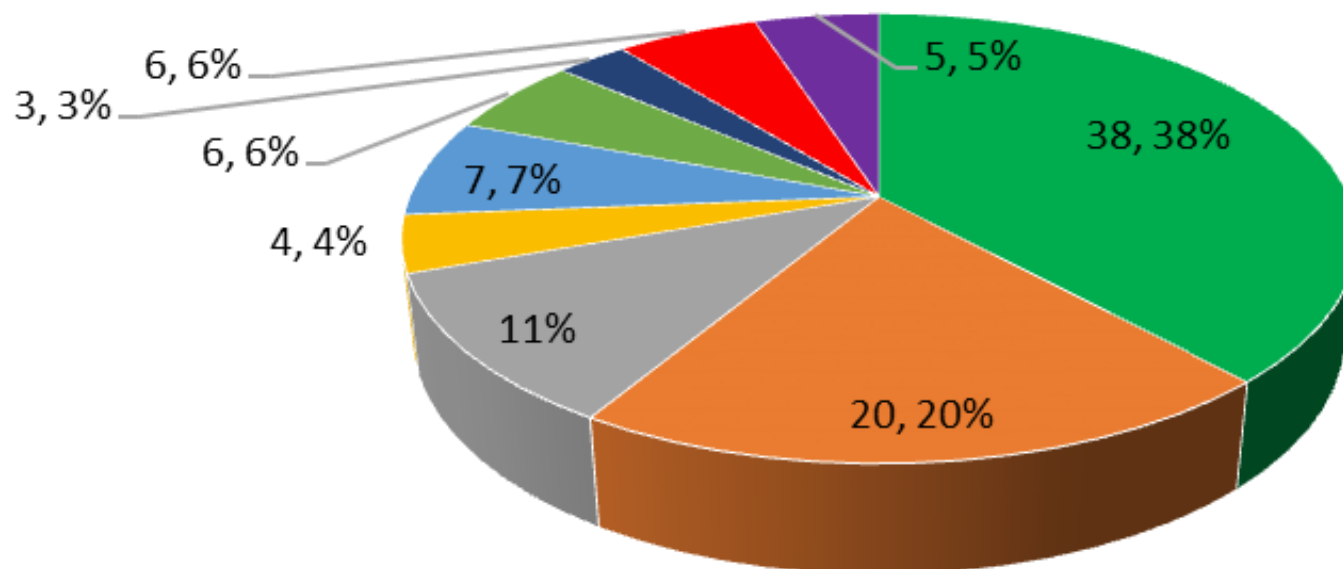
- From the North East, mixture of ages and household incomes.
- Travelled by car or walked
- They spent on average 4 hours on their trip.
- 18% stayed overnight, with the average stay of 3 nights. Most stayed in accommodation in Sunderland.
- 55% day visitors from Sunderland itself
- Visitors saw the event promoted through social media and on posters.
- Most had an experience which they expected, or was better than they expected.
- 95% would recommend the Airshow as a 'great event' to friends and relatives.
- Just over a third rated the event 9 or 10 out of 10.
- 94% of visitors would return to the event.

Sunderland residents – £12.08 per person



- Food & drink at event: (£'s)
- Entertainment at event e.g. rides: (£'s)
- Transport to event: (£'s)
- Shopping at event: (£'s)
- Other costs at event: (£'s)

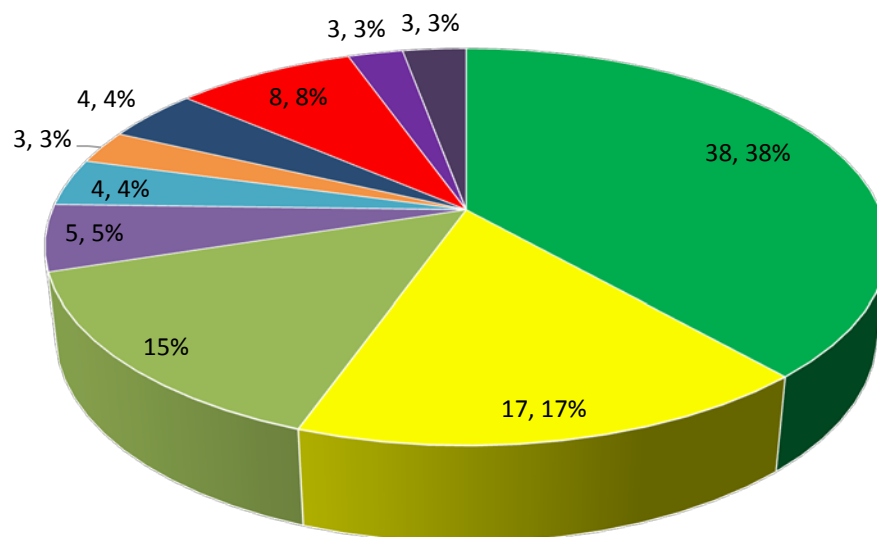
Non resident day visitors - £6.50



- Food & drink at event: (£'s)
- Entertainment at event e.g. rides: (£'s)
- Transport to event: (£'s)
- Shopping in Sunderland: (£'s)
- Other costs in Sunderland: (£'s)

- Food & drink in Sunderland: (£'s)
- Entertainment in Sunderland: (£'s)
- Shopping at event: (£'s)
- Other costs at event: (£'s)

Overnight visitors - £31.36 per person



■ Accommodation: (£'s)

■ Food & drink at event: (£'s)

■ Food & drink in Sunderland: (£'s)

■ Entertainment at event e.g. rides: (£'s)

■ Entertainment in Sunderland: (£'s)

■ Transport to event: (£'s)

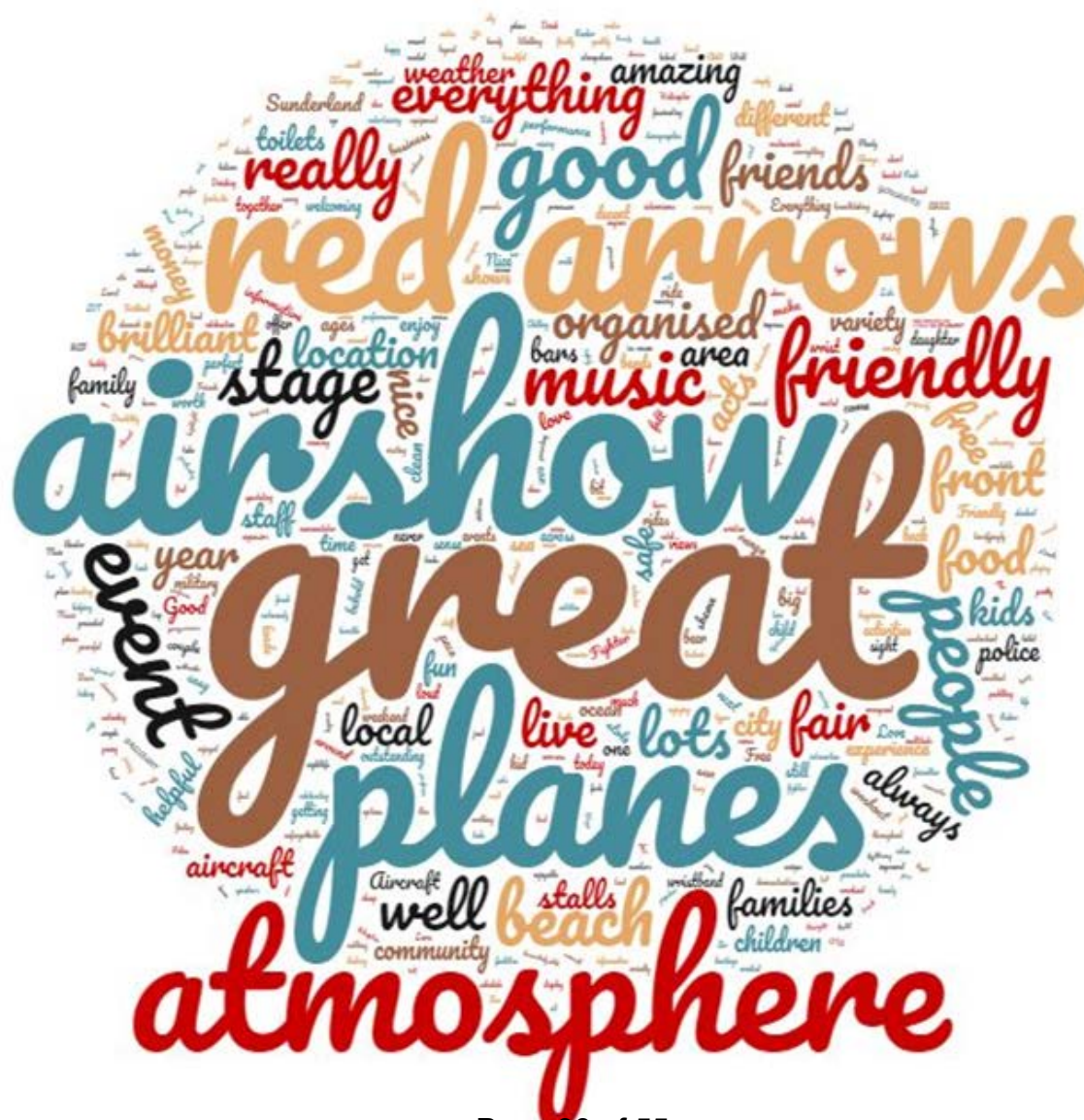
■ Shopping at event: (£'s)

■ Shopping in Sunderland: (£'s)

■ Other costs at event: (£'s)

■ Other costs in Sunderland: (£'s)

Visitor comments





The positive financial impact from 2 of 3 signature events in 2018



Contribution to Sunderland's Economy £19.3m

Return on financial investment £1 : £3.36

Advertising value generated £7.29m

Return on PR investment £1 : £91

Any Questions ?

ANNUAL WORK PROGRAMME 2018-19

**REPORT OF THE HEAD OF MEMBER SUPPORT AND COMMUNITY
PARTNERSHIPS**

1. Purpose of the Report

- 1.1 The report sets out the current work programme of the Committee for the 2018-19 municipal year.

2. Background

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

3. Current position

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

4. Conclusion

- 4.1 The work programme is intended to be a flexible mechanism for managing the work of the Committee in 2018-19.

5 Recommendation

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

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

REASON FOR INCLUSION	12 JUNE 18	17 JULY 18	11 SEPT 18	9 OCTOBER 18 CANCELLED	6 NOV 18	4 DEC 18	15 JAN 19	12 FEB 19	12 MARCH 19	9 APRIL 19
Policy Framework/ Cabinet Referrals and Responses	Core Strategy (Louise Moody) Bishopwearmouth Conservation (Judith Miller)		Bishopwearmouth Conservation Area (Judith Miller)		Gambling Act 2005 – Statement of Principles (Richard Reading)				Holmeside Masterplan (Dan Hattle)	
Scrutiny Business	Remit and Work Programme of Committee Northern Spire Bridge (Mark Jackson)	Environmental Services - Update (Mark Speed) Business Improvement District (Sharon Appleby BID)	Licensing Act 2003 – Cumulative Impact Assessment (Richard Reading) Waste Management– Visit (Jim Diamond/Colin Curtis)	Waste Management (Jim Diamond /Colin Curtis)	Local Plan Update (Louise Sloan) Business Centres (Catherine Auld) Waste Management (Jim Diamond /Colin Curtis)	Major Events Outcomes (Victoria French) Siglion – Progress Report (John Seager Chief Executive)	Chamber of Commerce – Update (Jonathan Walker) Housing Strategy - Update (Louise Sloan)	Environmental Enforcement (Nicky Rowland) Apprenticeships	Sunderland Cultural Strategy – Update (Helen Connify) Northumbria Road Safety Partnership (Mark Jackson)	Annual Report (Jim Diamond) SSTC – Update and Economic Impact (Mark Jackson) Public Space Protection Orders (Stuart Douglass/Mic helle Coates)
Performance / Service Improvement										
Consultation Information and Awareness Raising	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19	Notice of Key Decisions Work Programme 18-19

Stadium Village Master Plan (Dan Hattle)
International Strategy (Catherine Auld)

NOTICE OF KEY DECISIONS

REPORT OF THE HEAD OF MEMBER SUPPORT AND COMMUNITY PARTNERSHIPS

1. PURPOSE OF THE REPORT

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

2. BACKGROUND INFORMATION

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

3. CURRENT POSITION

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

4. RECOMMENDATION

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

5. BACKGROUND PAPERS

- Cabinet Agenda

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

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

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

N.B. Please refer to the Notice issued on 23 October 2018 for details of those key decisions to be taken at its meeting on 21 November 2018 which can also be viewed at:-

<http://www.sunderland.gov.uk/committees/cm5/Meetings/tabid/73/ctl/ViewMeetingPublic/mid/410/Meeting/9836/Committee/1976/Default.aspx>

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180418/252	To consider and approve corporate proposals in respect of Siglion LLP.	Cabinet	Y	During the period 12 December 2018 to 31 January 2019.	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180308/245	To seek approval for the sale of land at former Southwick School.	Cabinet	Y	During the period 21 November to 31 December 2018.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180725/275	To: <ul style="list-style-type: none"> note the update on the Arts Council's funded National Portfolio Organisation (NPO) delivered through Sunderland Culture; note the arrangements to strengthen heritage delivery across the City; note the interim arrangements for operational management of museum and arts functions; agree to receive a further report on the longer term arrangements for operational management of cultural venues across the city.	Cabinet	N	During the period 16 January to 31 March 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181019/308	To recommend to Council that approval be given to the making of revised Library Byelaws under section 19 of the Public Libraries and Museums Act 1964	Cabinet	Y	Between 12 December 2018 and 31 January 2019	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181004/304	To approve the South Sunderland Growth Area Infrastructure Delivery (Housing Infrastructure Fund (HIF) Funding agreement, procurement works and land acquisition).	Cabinet	Y	12 December 2018.	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181102/313	To seek Cabinet approval for the Council and Sunderland Care and Support to participate in the All Together Better Alliance.	Cabinet	Y	12 December 2018	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180918/300	Sunderland Strategic Transport Corridor Phase 3 – Approval to accept tender for the main works contractor	Cabinet	Y	12 December 2018	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180905/297	To agree to adopt a revised policy that sets out how the Council disposes of its land and property assets.	Cabinet	Y	12 December 2018	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181019/309	To authorise the sale of land at Hillthorn Farm, Washington and to delegate authority to the Executive Director of Economy and Place in consultation with the Leader and Cabinet Secretary to grant consent to the assignment of the sale contract to the purchaser's preferred developer if required by the purchaser.	Cabinet	Y	12 December 2018	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181109/314	Amendment to Commissioning Intentions for Public Health Services – 2019 Cabinet is requested to approve the amendment to the Commissioning Intentions for Public Health Services to recommend that the Integrated Wellness Hub is brought in-house and provided by the Council.	Cabinet	Y	12 December 2018	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181019/310	To approve a scheme for structural maintenance of the A182 Chartershaugh Bridge.	Cabinet	Y	16 January 2019	N	Not applicable	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
170927/212	To approve in principle the establishment of a new police led Road Safety Partnership (Northumbria Road Safety Partnership) embracing the Northumbria Force Area.	Cabinet	Y	During the period 16 January to 31 March 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/289	To approve the Council Tax Base 2019-2020.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/290	To approve the Revenue Budget Third Review 2018-2019.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180830/291	To approve the Capital Programme – Third Capital Review 2018-2019, Provisional Resources 2019-2020 and Treasury Management Review 2018-2019.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/292	To approve the Revenue Budget 2018-2019 – Update and Provisional Revenue Settlement.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181016/307	To seek Cabinet approval for the draft Homelessness Strategy, and subsequently approve a six week public consultation.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181024/311	To approve the Outline Business Case in relation to the development of a Regional Adoption Agency.	Cabinet	Y	16 January 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
181112/315	To approve the disposal of land at Seaburn to be used as suitable alternative natural greenspace (SANG).	Cabinet	Y	16 January 2019	Y	The report is one which relates to an item during the consideration of which by Cabinet the public are likely to be excluded under Paragraph 3 of Schedule 12A of the Local Government Act 1972, as amended, as the report will contain information relating to the financial or business affairs of any particular person (including the authority holding that information). The public interest in maintaining this exemption outweighs the public interest in disclosing the information.	Cabinet Report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
180830/293	To approve the Capital Programme 2019-2020 and Treasury Management Policy and Strategy 2019-2020 including Prudential Indicators for 2019-2020.	Cabinet	Y	13 February 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/294	To approve the Revenue Budget and Proposed Council Tax for 2019-2020 and MTFS 2019-2020 to 2021-2022.	Cabinet	Y	13 February 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk
180830/295	To approve the Collection Fund 2018-2019.	Cabinet	Y	13 February 2019.	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Item no.	Matter in respect of which a decision is to be made	Decision-maker (if individual, name and title, if body, its name and see below for list of members)	Key Decision Y/N	Anticipated date of decision/ period in which the decision is to be taken	Private meeting Y/N	Reasons for the meeting to be held in private	Documents submitted to the decision-maker in relation to the matter	Address to obtain further information
181024/312	To approve the Final Business Case in relation to the development of a Regional Adoption Agency and agree next steps leading up to the establishment of the Regional Adoption Agency	Cabinet	Y	27 March 2018	N	Not applicable	Cabinet report	Governance Services Civic Centre PO BOX 100 Sunderland SR2 7DN committees@sunderland.gov.uk

Note; Some of the documents listed may not be available if they are subject to an exemption, prohibition or restriction on disclosure.

Further documents relevant to the matters to be decided can be submitted to the decision-maker. If you wish to request details of those documents (if any) as they become available, or to submit representations about a proposal to hold a meeting in private, you should contact Governance Services at the address below.

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

Who will decide;

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

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

Elaine Waugh,
Head of Law and Governance

13 November 2018