

At a meeting of the ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE held in the CIVIC CENTRE on MONDAY, 17TH JANUARY, 2011 at 6.00 p.m.

Present:-

Councillor Miller in the Chair

Councillors Ball, Bonallie, E. Gibson, Kelly, Padgett, Tye, Wakefield, L. Walton and A. Wright

Also Present:-

Councillor Tate - Chair of Management Scrutiny Committee

Apologies for Absence

Apologies for absence were submitted on behalf of Councillor Wood

Minutes of the Last Meeting of the Environment and Attractive City Scrutiny Committee held on 13th December, 2010

1. RESOLVED that the minutes of the last meeting of the Committee held on 13th December, 2010 be confirmed and signed as a correct record.

Declarations of Interest

There were no declarations of interest.

Sunderland 'the Place' Policy Review 2010/11: Progress Report

The Chief Executive submitted a report (copy circulated) which informed Members of the progress made on the Committee's Policy Review for 2010/11 into Sunderland 'the Place'.

(For copy report – see original minutes)

Helen Lancaster, Acting Scrutiny Officer, presented the report and advised Members that the meeting with Sharon Hodgson MP had been rearranged for 11th February, 2011.

Councillor E. Gibson commented that she had attended the event at the Community Cohesion Building and had been impressed by the children from the city's schools and the technology that was available to them. Children from Broadway Junior School had attended the event to sing and members were told that Oxclose Community school had talked to students in Washington DC via a video link. The technology within the schools in Sunderland was better than that in the schools in Washington D.C. Within the Sunderland schools there was the technology available to carry out the video linking while the children in Washington D.C. had been required to go to a different building outside of the school to access the facilities. It was pleasing to see that the investment in technology had been so good.

Councillor Wakefield agreed that the children had been excellent and added that the whole event had been well put together.

The Chairman thanked the Members who had attended. It was pleasing to see such a large attendance at an event such as this. He expressed surprise that the technology within the city's schools was better than that at the schools in Washington D.C. This was proof that the investment in technology was obviously money well spent. Sunderland had excellent links with a number of large, important cities including Washington D.C. and Harbin in China which had a population of over 5 million people.

2. RESOLVED that the progress to date be received and noted.

Sunderland 'the Place' Policy Review 2010/11: Reputation and Influencing Programme

The Chief Executive submitted a report (copy circulated) which informed Members of a presentation by the Director of Communications on the Reputation and Influencing Programme in the context of the Policy Review into Sunderland 'the Place'.

(For copy report – see original minutes)

Deborah Lewin, Director of Communications, delivered the report and presentation and advised that the Reputation and Influencing Programme was a new project which was designed to work alongside the Economic Masterplan to support the future development of the city.

Within Sunderland there was a weaker private sector than within other areas of the country. Sunderland was not a well known city and there was a need to improve the perceptions of the city. Cities such as Nottingham which had a similar history to Sunderland had moved forward further than Sunderland in recent years.

Councillor Kelly commented that he had attended the Economic Masterplan launch event. He had been surprised by the lack of promotion of the city. He had concerns that the promotion of the city was being looked at again as the

previous projects should have been successful. The city was not good at promoting itself.

Ms Lewin advised that it was accepted that the city was not the most successful of cities; however it did have some successes. Nissan was an excellent example of a long term success story. Sunderland's strengths lay in assisting businesses to set up within the city while other cities were better at attracting business and being considered by businesses as they looked to invest.

Councillor A. Wright asked what effect success stories such as Nissan or Leibherr played in attracting other businesses to the area and raising the profile of the city.

Ms Lewin advised that Sunderland was classed as the premier automotive city in the UK. There was an 'ambassadors programme' however this was still in its infancy; the Committee could look at the development of this programme as a way of promoting the city.

Councillor Kelly commented that existing businesses such as Smiths Electric Vehicles and Nissan could be used as ambassadors for the city. Gateshead College had invested in a new facility at Nissan as a result of the new Battery Plant being developed at Nissan. He also commented that the city had excellent beach resorts and these should be publicised more.

Ms Lewin advised that the initial work was looking at what businesses looked at first when deciding whether to invest in an area. It was also important that the facilities the city offered to residents was publicised as there was a need to ensure that any relocated employees would want to live in the city.

The Chairman commented that the city had recovered well following the job losses in the 1970's and 1980's. There had however been a lack of publication of these successes. He queried whether the programme was getting enough support from business partners such as the chamber of commerce.

Ms Lewin stated that there had been workshops with businesses and organisations which were associated with business. At these workshops there had been issues identified and Ms Lewin agreed to provide these notes to Members. Ms Lewin invited the Chair to attend the next workshop on 27 January 2011 to participate.

The Chairman thanked Ms Lewin for her presentation and it was:-

3. RESOLVED that the report be received and noted and the information be included in the Policy Review.

Sunderland 'the Place' Policy Review 2010/11: The Role of the Local Media

The Chief Executive submitted a report (copy circulated) which allowed Members to receive a presentation from Rob Lawson, the Editor of the Sunderland Echo, on the role of the Local Media in the context of the Committee's Policy Review for 2010/11 into Sunderland 'the Place'.

(For copy report – see original minutes)

The Chairman welcomed Mr Lawson to the Meeting.

Mr Lawson by way of an introduction advised Members that he had been editor of the Sunderland Echo for the last 8 years and for the last 2 years he had also been the Editorial Director of Northeast Press. The Echo had first been published in 1873 and was a major employer within the city.

The Echo worked hard to maintain its position within the city and to provide what the residents wanted. There was an aim to have a balance between good and bad news.

The paper was politically neutral and aimed to provide full coverage of election campaigns. The paper was one of the few local newspapers which still had a Council Reporter. There was an aim to increase the coverage of Council Meetings within the Echo and it was intended that there would be an increased coverage of the Scrutiny Committees.

The majority of the people who work for the Echo were from Sunderland and it was felt that the Echo was an institution for the city in a similar way to the Empire Theatre or Sunderland AFC.

The Echo aimed to promote the good work done by young people in the city and held the Pride of Wearside awards and the Young Achievers awards to help promote this good work.

During the summer there had been a supplement giving information on things to do within Sunderland which had also been included in the South Shields and Hartlepool local newspapers. There was also advertising for Sunderland in the Leeds and Edinburgh local newspapers.

Councillor Tye commented on how pleasing it was to see young people portrayed so positively. He also commended the reporters on the sensitive way they dealt with issues; some of the national newspapers used underhand tactics to get stories.

Mr Lawson stated that it was important to ensure that the audience was not alienated. Following the Hillsborough disaster there had been a national newspaper had blamed the Liverpool supporters, this newspaper had never recovered its sales in the Liverpool area.

In response to a query from Councillor Tye regarding the Letters Page Mr Lawson advised that the Echo readership contributed a large number of letters; he felt that this was due to how close to its readership the paper was.

Councillor Kelly commented that Washington missed out on a lot of good news stories in the paper; the press had been sent invites to a large event in Washington however they had not attended. In Washington the Evening Chronicle was popular and he felt that there was a need for there to be a more local feel to the Echo for the Washington, Hetton and Houghton areas; the Washington Star also needed a more local feel to it as this covered Hetton and Houghton more than Washington. He understood the need for bad news to be given front page coverage however he felt that there needed to be more of a balance; there were a lot of young people who were doing good things in the city and there was a need to publicise this to ensure that there was a balance between good and bad news. The Echo needed to work to take sales away from the Chronicle.

Mr Lawson stated that there used to be five local editions of the Echo however now there was only one edition which meant that it was not possible to give as much coverage to individual areas as there previously was. He was concerned that such a large event had been missed and asked that if there are any future events that Councillors telephone to invite the paper and someone would attend to ensure that coverage was given. The Evening Chronicle had a strong following in Washington due to the amount of people from Washington who had originally moved from Tyneside and still felt that they were more a part of Tyneside than Sunderland. In Hetton and Houghton the Echo had a strong following.

Councillor A. Wright stated that raising the profile of the city was a concern. He had noticed that there were a number of promotions for weekend breaks for the East Coast Mainline services; he asked whether there would be any promotions for the Grand Central services which ran from Sunderland.

Mr Lawson replied that there was an excellent relationship between the Echo and Grand Central. Grand Central provided an excellent service and if they approached the Echo and asked for advertising promotions to be included in the paper then he would be happy to include them in the paper.

Councillor Wakefield commented that there seemed to have been an increase in the number of stories relating to Seaham and Dawdon, especially in the Police feature which seemed to cover Durham Constabulary more than Northumbria Police.

Mr Lawson advised that there was a need to provide coverage of the outlying areas such as Seaham and Whitburn; it would be easier to provide more localised coverage if there were more editions of the paper.

Councillor E. Gibson stated that it was pleasing to see that the Echo was working within schools; there was a need to strengthen the partnerships. The Echo was the local paper for the City and residents relied on it.

Mr Lawson advised that there were strong links with schools as there was a need for the Echo brand to be known in the schools.

Councillor Kelly then asked whether information was shared across the country to promote Sunderland in other areas.

Mr Lawson advised that the Concerts were a major selling point for the city. Editors of other local newspapers had been asking how they could get tickets. People from outside of the city did not know about the attractions the city had such as the beach. The city had a problem with its image, however once people had come to the city their attitude changed.

Councillor Kelly then queried whether there was any potential for advertising Grand Central outside of the city as a way of bringing people into the city.

Mr Lawson stated that this was something that could be looked at; Johnson Press, the publisher who owned North East Press, had newspapers in cities along the train line.

Councillor A. Wright commented that he felt the Echo advertised the Evening Economy and the music scene well; bands were important as they attracted people to the pubs and nightclubs.

The Chairman asked Mr Lawson whether there was anything in his opinion that needed to be focused on and what the Council did well or needed to improve.

Mr Lawson stated that the Council had an excellent press office. Residents felt that the Council did the basics well however lacked in ambition. In his personal opinion the Council had the right attitude towards the Vaux site; in the past the Council would have taken a 'that will do' approach which would have lead to a lower quality development on the site, once the development of the site has taken place the interim period will be forgotten.

The Chairman thanked Mr Lawson for attending the meeting and it was:-

4. RESOLVED that the information provided be given consideration as part of the Policy Review into Sunderland 'the Place'

Sunderland 'the Place' Policy Review 2010/11: Putting Sunderland on the Weather Map

The Chief Executive submitted a report (copy circulated) which informed Members of the interim response received from Jennifer Bartram, Assistant Producer, BBC Weather Centre.

(For copy report – see original minutes)

Helen Lancaster, Acting Scrutiny Officer, advised Members of the interim response which had been received and stated that it was expected that a formal written response would be received from the BBC and this would be circulated to Members.

The Chairman advised that he had spoken to the BBC after the Email response had been received and they had explained to him how the weather maps were designed. When asked why Newcastle appeared on more maps than Sunderland they had been unaware that Sunderland was the larger city. As the designers of the maps were based in London they had very little knowledge of the North-East.

5. RESOLVED that the response from the BBC be noted and included in the Policy Review for 2010/11.

Sunderland City Council Local Development Framework: Annual Monitoring Report 2009/10

The Deputy Chief Executive submitted a report (copy circulated) which informed Members of the Local Development Framework Annual Monitoring Report for 2009/10.

(For copy report – see original minutes)

Neil Cole, Planning Policy Manager, presented the report and advised Members that all of the targets had been met. There had been fewer new houses completed than in previous years however given that there had been fewer dwellings lost, either through demolition or conversion to other uses, there had been the largest increase in the number of new homes since 1999/2000. There had been a significant loss of business floor space; there had been 22,500m² of new floor space built however there had been a loss of 60,500m² of floor space through demolition or change of use. There had been a total of 9.8MW of renewable energy capacity installed; this took the total for the city up to 17.2MW which was a significant contribution towards the 22MW target for Tyne and Wear.

Councillor Wakefield commented on the Coalfield name which had been used for the Hetton and Houghton area; this was the greenest area of the city and as the postal address for the area was Houghton-Le-Spring he felt that this would be a more appropriate way to refer to the area. He queried where the name Coalfield had come from.

Mr Cole advised that Coalfield had been used in this report as it corresponded with the name given to the Area Regeneration Framework for the area. It would be possible to give consideration to using a different name in the future.

Keith Lowes, Head of Planning and Environment added that the Coalfield name had been agreed by Councillors.

Councillor Wakefield then asked how much electricity was actually being produced from renewable sources. He was aware that during the bad weather the wind turbines were only operating at 2 percent of their capacity.

Mr Cole advised that the wind turbines electricity production was dependant on the weather and that the installed capacity was the standard measurement which was used nationally.

The Chairman thanked Mr Cole for his report and it was:-

6. RESOLVED that the Annual Monitoring Report be received and noted.

Forward Plan – Key Decisions for the Period 1 January 2011 – 30 April 2011

The Chief Executive submitted a report (copy circulated) to provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 January 2011 – 30 April 2011 which related to the Environment and Attractive City Scrutiny Committee.

(For copy report – see original minutes).

Helen Lancaster, Acting Scrutiny Officer, presented the Forward Plan.

The Chairman having thanked Ms. Lancaster for her report it was:

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

Work Programme 2010-11

The Chief Executive submitted a report (copy circulated) which attached for Members' information, the current Work Programme for the Committee's work during the 2010-11 Council year.

(For copy report – see original minutes).

Helen Lancaster, Acting Scrutiny Officer, presented the work programme.

8. RESOLVED that the contents of the report be received and noted.

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

(Signed) G. MILLER,
Chairman.

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

14 FEBRUARY 2011

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: PROGRESS REPORT

REPORT OF THE CHIEF EXECUTIVE

Strategic Priority: SP5 - Attractive and Inclusive City

Corporate Priorities: CIO1 – Delivering Customer Focused Services, CIO4 – Improving Partnership Working To Deliver 'One City'

1. Purpose of Report

- 1.1 This report informs members of progress on the Scrutiny Committee's Policy Review for 2010/11 into Sunderland 'the Place'

2. Background

- 2.1 Following the initial scoping of the Policy Review on 12 July 2010, members have commenced evidence gathering in relation to Sunderland 'the Place'.

3. Current Position

- 3.1 The aim and terms of reference for the Policy Review can be found at **Appendix 1**.

Project Plan

- 3.2 At the Committee meeting of 18 October 2010 members agreed the approach to be taken in regard to gathering the evidence for the Policy Review. Attached for members information is an updated illustration (**Appendix 2**) which outlines the various activities and evidence gathering that will be undertaken throughout the review process. The plan seeks to finalise the evidence gathering arrangements in the coming months. Throughout the review process members will be provided with an up-to-date plan reflecting confirmed dates and additional information.

Evidence Gathering To Date

- 3.3 This is the fourth and final report to Committee detailing the progress of the policy review, further detail regarding evidence gathering as listed below can be found in previous Policy Review Progress Reports;
- Scene Setting Presentation (Policy Review Progress Report, 15 November 2010)
 - Legible City Report (Policy Review Progress Report, 15 November 2010)
 - Findings of the Prosperity and Economic Development Scrutiny Committee's Policy Review 09/10: Tourism and Marketing (Policy Review Progress Report, 15 November 2010)
 - Economic Masterplan (Policy Review Progress Report, 13 December 2010)

- Visit to Sunderland University (Policy Review Progress Report, 13 December 2010)
- Partnership Approach to Sunderland the Place (Policy Review Progress Report, 17 January 2011)
- International Profile event (Policy Review Progress Report, 17 January 2011)

Reputation and Influencing Programme

3.4 At the Committee meeting held on 17 January 2011, members received a presentation from the Director of Communications about the council's Reputation and Influencing Programme. This item of evidence principally contributes to Terms of Reference A, B, C, D and G.

3.5 The main points from this presentation and discussion were;

- The Reputation and Influencing Programme is one of the 'Sunderland Way of Working' Corporate Improvement Programmes, sitting alongside the Business Transformation Programme, Community Leadership Programme and the Economic Development Programme;
- The Programme is about raising the economic profile of the city to attract further investment and concentrates on the list of priorities potential investors would have. Tourism is not part of the initial phase of the programme, it aims to find out what factors attract businesses to a city and to work at delivering those things in order to attract investment. That being said it is acknowledged that a business looking to relocate staff here would eventually look at what the city has to offer;
- The Programme will support the future development of the city by raising the profile of Sunderland; increasing reach and influence; and encouraging business and investors to "do business" in the city.
- There are three major strands of work being undertaken; public affairs, investment marketing and international economic relations;
- The council has carried out significant work with Government (Westminster and Whitehall); opinion formers; influencers; think tanks; investors, developers; and businesses (UK and overseas) to raise the profile of the city. This is vitally important in terms of keeping the city in those policy makers minds and also to open up opportunities for funding in the future in light of the difficult economic period being faced by the city;
- As a result of the amount of work undertaken in this area there is evidence to suggest Sunderland is being talked about more in Whitehall than ever before;
- The raised profile of the city is further supported through the Financial Times supplement focused entirely on Sunderland, the first time an edition has been specifically dedicated to one city.
- It is essential that Sunderland is seen to be business friendly. It is accepted that Sunderland has been the best at attracting inward investment regionally. In the past the city has been very good at working with investors once they are here and is very strong on securing and growing business. Members queried why this had not been done until now. It was felt that the city is operating in a much more global context now than it was 5-10 years ago;
- There now needs to be a much more outward focus on ensuring that the city is on the long and short list businesses will prepare when considering where to invest;

- The city will sell itself on the basis that it is a cohesive city, willing to make the best use of all of its assets and with a strong public sector to support;
- Members felt very strongly that success stories should be well publicised, companies such as Nissan and Leibherr. Members felt that they had a key role to play in promoting Sunderland to overseas countries it has connections with;
- Members felt that it was important that Ambassadors for the city are used more effectively. Currently the city has individual ambassadors rather than business ambassadors and this role needs to be developed further. Going forward there would be an opportunity to formalise these roles and extend to also having Community Ambassadors;
- The city is now operating in an increasingly competitive global economy and it is vital that Sunderland has an economic identity. This is a shift in thinking to concentrate on a global profile rather than just a national profile. In the Economic Masterplan, the city aims to be a Software City and other cities such as Copenhagen in Denmark all have a strong digital profile that Sunderland needs to aspire to.

The Role of the Media

- 3.6 At the Committee meeting held on 17 January 2011, members also received a presentation from the Editor of the Sunderland Echo about the role the local media has to play in portraying Sunderland as a place. This item of evidence principally contributes to Terms of Reference G.
- 3.7 The main points from this presentation and discussion were;
- The Sunderland Echo was first published in 1873 and belongs to Johnson press which is the 2nd biggest press in the UK. The Echo are a major employer in the city, employing 410 people, most of whom are from Sunderland. The Echo is also a member of Sunderland Partnership and the City Marketing Board. They see themselves as an institution and an integral part of the city;
 - Members were informed that the newspaper endeavours to keep a balance of good and bad news stories. The Editor is autonomous and very much sees the role the paper has in the city is one of great importance and responsibility. It is imperative that the newspaper understands what its readership wants and it has an obligation to the people of the city to share bad news as well as good news;
 - The Echo supports lots of citywide campaigns such as the recent World Cup Bid and the Christmas toy appeal and works with partners across the city;
 - The Echo has retained its local government reporter and wants to expand this role at a time when other local newspapers have reduced theirs;
 - The Editor uses his regional and national contacts to promote Sunderland. For example, alongside the council the Echo produced a Summer of Fun supplement, advertising events in the city. This was placed as an advert in sister papers in Edinburgh, Leeds and Yorkshire. The success of this had not been measured and members felt this would be a useful way of measuring what impact that had;
 - Members were keen to understand why there often appeared to be a lack of stories in their particular areas and sometimes a focus on areas outside of the city. It was explained that this was due to the rationalisation of what was previously five daily editions of the Sunderland Echo (three locally based editions and an early and late version of the 'city' edition). Only one edition of the Echo is produced and it has to

include stories appropriate to readers in all areas. Based on the comments of members, the Editor agreed to speak to the news desk to ensure a proportionate balance;

- Members felt that the Echo could encourage the use of Grand Central rail as part of the mini-breaks it sells, so that travellers would be encouraged to visit Sunderland;
- In terms of how readers see the council, there is a view that it is doing the basic things very well, such as emptying bins, street-lighting etc but is less convinced about the ambition of the city. The mentality of 'It will do' must be replaced with 'we want the best'. The newspaper recognises that the aspirations of the city are vitally important for the future;
- Members commented that it was extremely important that the city promotes its business success stories so that residents are aware of the positive things happening in the city. This would also help raise the profile of Sunderland and attract people to the city
- Members would also like the Sunderland Echo to be a major ambassador for the city; and
- Members were keen to find out how the city could be publicised through other newspapers and whilst the obvious answer would be to pay for it, it was also felt very strongly that the events in Sunderland, particularly the concerts, are a huge selling point for Sunderland are raising the city's profile.

3.8 As part of the Policy Review, one of the questions members were particularly interested in having answered was the process for the selection of towns and cities to be included on the national weather map. A request for evidence was sent to the BBC on 25 November 2010, with several key questions about the presence of Sunderland on the weather map. This item of evidence principally contributes to Terms of Reference G.

3.9 The Scrutiny Committee received an interim response via email which made the following points;

- A range of 12 different zoomed in 'tours' around the UK are used in national broadcasts, which have different start and end points and follow different paths;
- Different towns and cities are featured on these maps, which are interchanged from time to time;
- On the UK map, it is essential that the actual weather can be seen clearly, and for this reason only a selection of towns are used on this view, otherwise the map becomes too 'cluttered';
- The choice of cities is based on different factors, including the size of the city or town, its geographical position as a focal point (ie where it will 'sit' on the map, and if icons such as temperature discs or wind arrows can be placed around it), and proximity to other towns or cities which are already on the map;
- Regional broadcasts from BBC Weather are able to change towns and cities more easily on their maps in order to ensure that there is fair coverage, and they are encouraged to do this on a daily basis. Sunderland is featured regularly on BBC broadcasts in the North East and Cumbria;
- Further information will be provided to the Committee regarding how many tours feature Sunderland; and
- Following the Scrutiny Committee's request for evidence the BBC will now consider whether Sunderland should be featured more often on the weather map tours.

Request for evidence from Area Committee's

- 3.10 On 24 January 2011, Area Chairs, on behalf of the Area Committees, gave evidence to the policy review. Their contribution was made through a facilitated discussion group with members of the Scrutiny Committee. The main points raised at the discussion group can be found in **Appendix 3**. This item of evidence principally contributes to Terms of Reference D and E.

Marketing and Promotion of Sunderland

- 3.11 The Chair of the Environment and Attractive City Scrutiny Committee was invited to contribute to an event for marketing and promotion of the city on 27 January 2011 at the Stadium of Light. This was the second of two events, the previous one being held in November 2010.
- 3.12 The event was well attended by partners from both the public and private sector and two discussion groups were held, the first around investing in Sunderland and the second around visiting Sunderland. Some of the discussion at the event echoed many of the comments and findings of members of the Scrutiny Committee made throughout the evidence gathering review and included;
- At the moment Sunderland has a general brand but this has to be tailored and applied to specific audiences or it won't be effective. Clearly visitors to the city have very different wants and needs to those looking to invest;
 - The council and partners must ensure everything is being done to make Sunderland more economically viable, however it is also crucial that there is full collaboration with other local authorities in the region as a prosperous North East region brings huge benefits to Sunderland;
 - In light of the economic climate existing assets must be maximised and improved in the most cost effective way;
 - Sunderland as a city needs to ensure people understand all of the fantastic things it has to offer, but equally important is managing people's expectations by being clear about what it doesn't have;
 - It is important Sunderland does not aim just to compete with neighbouring cities but has its own unique selling points that activities, events and festivals can be marketed under;
 - Sunderland's residents are crucially important in marketing the city. There is a general lack of confidence and identity in the city. This could be the result of the decline of the heavy industry so prevalent in the city in the 1980's. The long term vision set out in the Economic Masterplan gives the city that identity, and this now needs to be communicated to residents to give them an understanding of what the city is and where it fits with other places, regionally, nationally and internationally;
 - There is a need to inspire the city's residents, equip them with the information about all of the things happening in the city in a way that will encourage them to promote and be proud of Sunderland and all of the things it has to offer. Residents play a key role in attracting friends and family visitors and promoting Sunderland when they are outside the city. In order to give residents a feeling of pride and the tools they need to be good city ambassadors there is a need to 'sell Sunderland to Sunderland' with a tight and clearly defined offer; and

- The lack of accommodation continues to be a key issue for the city, with a 'chicken and egg' effect. It is important that potential investors get all of the evidence they need that a hotel established in the city would be successful.

Partner Activity and Profile

3.13 On 2 February 2011, members of the Committee visited the Stadium of Light and were given a presentation about SAFC as a far-reaching brand for the city and the benefits to partnership working. This item of evidence principally contributes to Terms of Reference B, C and D. The main points from this presentation and discussion were that;

- Many people associate Sunderland with football and the city is widely known for its club, therefore using the SAFC brand is a powerful medium to raising the profile of the city regionally, nationally and internationally;
- The reach of the Football Club amongst its supporters is wide. The Premier League is shown in more than 210 countries. The Football Club has Supporters Groups in London and Norway and Australia as well as more locally in, for example, Chester Le Street and Jarrow;
- There are 1000's of references to SAFC on a monthly basis, that translates to the word 'Sunderland' being seen and heard many times over. This provides a unique platform for the city;
- Football means a lot to the people of Sunderland and with the club developing a strengthening position in the Premier League people tend to listen to the Football Club. This is a good way of getting positive messages about the city out to its residents as well as supporters beyond;
- The Football Club were particularly keen to demonstrate the importance of partnership working and the outcomes that can be achieved by this. A collection of voices in the city is stronger than one single voice and so much more can be achieved when working together;
- Partnership working was illustrated to members in two specific ways, the 2018 World Cup Bid and the concerts at the Stadium of Light;
- The World Cup Bid 2018 had demonstrated partnership working in the truest sense between the Football Club and City Council, as well as wider partnership working with partners in the city, wider region and Cumbria. The City Marketing Group, which includes a range of organisations such as Nexus, Sunderland University and the Echo, were very much focused on maximising the benefits Host City Status would bring to the city;
- The Bid was very much seen as an opportunity to change perceptions of the city on a regional, national and international level and the opportunity to give the people of Sunderland something to be proud of and support. It was noted that at the beginning of the process there was a strong feeling among some people of 'why bother', however by the end this attitude had completely transformed, with over 50,000 people signed up in the city and wider region to back the bid;
- Despite England not being awarded the World Cup in 2018, Sunderland achieved everything that it set out to do and was awarded Candidate Host City status. Not only did it achieve this but the Bid submitted by Sunderland was held up as an example of best practice;

- The media coverage for Sunderland at this time was vast and raised the profile of the city as a place which could hold its own next to large cities such as London and Manchester;
- Members were shown a DVD for the World Cup Bid which showcased Sunderland and the wider region. Members were very impressed by the DVD and the way in which it showed the city;
- Concerts at the Stadium of Light were first held in 2009 and once again a high level of partnership working is associated with persuading promoters to come to Sunderland. Key groups in the City are already established to deal with elements of the concerts such as Transport and the promoters of the concerts have been very impressed by the 'one stop shop' approach. This approach is not echoed in many other places, demonstrating the strength of Sunderland's approach to partnerships;
- 275,000 people will attend the concerts in 2011, with between 11% and 31% of people coming to the city from outside the region;
- For those coming from within the North East region, this may be their first visit to Sunderland;
- The overall economic benefit to the city is expected to be approximately £18 million;
- There is a need to ensure maximum economic benefits for the city, both on the days of the concerts and also for returning visitors. A programme of activity has been planned within the city around the concerts to foster that sense of place and pride in the city and this extends not only to those attending the concerts but also those residents that aren't attending;
- A Marketing Group has been established to ensure maximum benefits are achieved for the city, this includes;
 - Production of 150,000 ticket inserts – giving information about the Stadium of Light and the City Centre, but also things to do and see in the wider city.
 - Information about the city on www.safconcerts.com, which promotes city centre venues (places to eat and drink).
 - Promotion of a wider programme of activity
- The opening night and one week of rehearsals for Take That is expected to generate extensive media interest, regionally, nationally and internationally for the city;
- Members recognised the excellent work being undertaken through partnership working. They felt that the lack of hotels in the city continues to limit the potential impact of getting people into the city, and for those visitors to spend money. It was emphasised that the overnight visitor spend is significantly more than a day visitor spend;
- Business is also impacted, the Stadium of Light is often unable to host national conferences due to the lack of bed spaces within the city;
- Hotel investors need to be assured that their beds will be full. At present Sunderland does attract visitors to the city during the year for its events etc, but this needs to be a steady market throughout the year. There is a question as to whether people would use the hotels on business during the week. Investors will want this evidence before they will commit to opening a hotel in the city. A clear business case is needed to give hotel investors confidence;
- The hotel market continues to face economic challenges at present, making them cautious about investing. That being said the council and its partners continue to

- take an incremental approach, building on the offer Sunderland has for investors;
and
- It was strongly felt by members that the council and partners should consider every means available to them to support potential hotel developers.

Consultation with Community Spirit Panel Members

- 3.14 In the week beginning 7 February 2011, five workshops were held in each of the five areas with the council's Community Spirit panel. Panel members were asked to prepare for the workshops by bringing along something that makes them proud of the Sunderland area and something that they dislike about the Sunderland area. In groups, they were asked to discuss these and feed the main point back at the end of the session to the wider group.
- 3.15 The findings and analysis from these workshops are now being produced and will be circulated to members of the Environment and Attractive City Scrutiny Committee in due course. Once received, members will be asked to provide any comment directly to Helen Lancaster, Acting Scrutiny Officer.

Evidence from Sharon Hodgson MP

- 3.16 Members of the Scrutiny Committee were due to meet Sharon Hodgson MP on 11 February 2011, unfortunately this is now postponed due to unexpected parliamentary commitments. A further date for the meeting is now to be established and members will be informed once this is confirmed.

4. Conclusion

- 4.1 This is the fourth and final Sunderland 'the Place' Policy Review Progress Report. The draft final report detailing the findings of the Policy Review, along with possible recommendations will be presented to the Scrutiny Committee at its meeting on 14 March 2011.

5. Recommendation

- 5.1 That members of the Environment and Attractive City Scrutiny Committee note and comment on the information provided.

6. Background Papers

- Minutes of the Environment and Attractive City Scrutiny Committee; 12 July 2010; 20 September 2010, 18 October 2010, 15 November 2010, 13 December 2010 and 17 January 2011; and
- Policy Review Progress Reports; 15 November 2010, 13 December 2010 and 17 January 2011.

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Appendix 1

Sunderland 'the Place' Policy Review: 2010/11

Aim of the Review

The aim of the review is;

To understand the concept of Sunderland 'the Place' and the associated issues around its identity and image, as well as the perceptions people have of Sunderland.

Terms of Reference

The review will consider the following issues related to Sunderland 'the Place':

- (a) To explore what it means to have a strong sense of place, how important this is for Sunderland, and what benefits this may bring;
- (b) To gain an understanding of the current activity being undertaken within the City Council and across partner organisations with regard to developing a sense of place;
- (c) To examine the role and responsibilities of the City Council and partners in developing and implementing a strong sense of place for the city;
- (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;
- (f) To investigate the approaches taken by other local authorities where there is evidence of success and progress; 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

Appendix 2

Environment and Attractive City Scrutiny Committee: Policy Review 10/11: Sunderland 'the Place' Evidence Gathering Approach

People

Task and Finish Activity 1: Residents perceptions of Sunderland **Chair: Cllr Kelly***

Objective: To understand Sunderland's 'story' and how people who live in the city view Sunderland as a place

24 January 2011, 2pm-4pm: Feedback from Area Chairs

7 – 11 February 2011:
Community Spirit Focus Groups – understanding Sunderland's 'story'

Additional Activity:

18 October 2010:
Members to receive copies of the 'Sunderland Book' and the Economic Masterplan

27 January 2011: Marketing and Promotion of Sunderland

February 2011: Written response from Royal Mail regarding the differing postcodes across the city

Date TBC: Evidence from Sharon Hodgson MP

Scrutiny Committee Meeting: **Chair: Cllr Miller**

20 September 2010:

- Scene Setting Report
- Legible City

18 October 2010:

- Approach to the Review
- Chair of Prosperity and Economic Development Scrutiny Committee: Tourism and Marketing in Sunderland

15 November 2010:

- Progress Report
- Economic Masterplan in the context of Sunderland 'the Place'

13 December 2010:

- Progress Report
- Partnership Approach to Sunderland 'the Place'

17 January 2011:

- Progress Report
- Reputation and Influencing Programme
- Evidence from the Media

14 February 2011:

- Progress Report

14 March 2011:

- Draft Policy Review report

11 April 2011:

- Final Policy Review report

Place/Economy

Task and Finish Activity 2: Partner Activity and Profile

Chair: Cllr E Gibson*

Objective: To understand the role and responsibilities of partner organisations in developing the image and sense of place of the city and understand Sunderland's position nationally and internationally

26 November 2010, 9.30am – 11.30am:
University of Sunderland

12 January 2011, 1.30pm-4.15pm: International Profile

2 February 2011, 10.00-11.30am:
SAFC

***task and finish activities open to all members of the Scrutiny Committee**

Appendix 3

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE: POLICY REVIEW 2010/2011

SUNDERLAND 'THE PLACE'

Area Chairs Contribution - 24 January 2011

In attendance;

Cllrs Miller (Chair), A Wright, Ball, Bonallie, Kelly, Padgett, D. Richardson, E. Gibson, P Gibson, Wakefield.

Members split into two groups and had a facilitated discussion based around the following:

- What is Sunderland's 'story'?
- What makes residents passionate about their area?
- What are the unique elements of each area and how does each area contribute to the city?

The following points were made during the discussions;

- There is a need to create a bond between all areas, heritage plays a vital part in this, all communities in Sunderland are linked in their shared heritage of the heavy industries. The heritage of the city plays a vital role in who we are now, how we see ourselves and the values of the people within the city. Members felt the slogan - 'What makes us who we are is who we were' was particularly apt in describing this;
- It was acknowledged that some residents in the Sunderland area identify more with Durham and Tyneside more than with Sunderland, however it was felt this can be changed by making people proud of the city. There was also agreement that as time goes this issue will become less apparent. There will be an amalgamation of the city through generations;
- Members felt that whilst the physical barriers such as the A19 can't be removed, progress can be made in the emotional links people have with Sunderland, such as a sense of belonging, pride and passion for where they live;
- The city is a collection of villages and there is a strong sense of community in those places. Many communities are welcoming and able to embrace change. Members were particularly keen that the council should communicate exactly what city villages would mean to the people living in them and more work could be done with heritage and other community groups to support this;
- The city is unique and has many faces, the city could be marketed as the diamond of the north. It has much more to offer than is known about, for example the industrial sites in Washington, the corporate office space at Doxford and at Rainton Bridge (members felt there has been lots of investment in the city's business parks which has been successful), plus the coast, green spaces and the vast amount of heritage are all things we should be proud of and tell people about;
- Transport continues to be a key issue in connecting the areas of Sunderland to the city centre;

- Sunderland has a different offer to regional neighbours and it is important that the city markets itself differently. The city has its own unique strengths. Whilst Sunderland may not have the same retail offer as a city such as Newcastle, its existing retail offer is used well;
- As has been mentioned many times by members there is a real lack of hotels and caravan parks in the city. This puts a limit on Sunderland's offer. It was suggested capturing how many times per year hotels in Sunderland are sold out and sharing this information with hotel providers to attract them to invest in the city and talking to the Sunderland Tennis Centre (and other similar venues) to determine which hotels their overnight visitors choose to stay at currently;
- There is a great passion for football in the city and the events at the Stadium of Light have given Sunderland a buzz in recent times. Those two elements are a strong selling point for the city;
- In terms of selling Sunderland in the media, it is a lot easier to sell the whole city than individual parts. There is recognition that the whole brand is stronger than the different parts, but it is important they retain their individual identity;
- Area Committees play a vital role in supporting the local areas through grants to important community organisations, thus enabling them to deliver work to residents that meet those communities' specific needs. In addition they provide support to maintaining the heritage of the city. These are all important in increasing people's sense of pride and satisfaction with Sunderland;
- Due to the breadth of factors and issues around Sunderland as a place, the council and its partners need to have a common understanding and a clear direction of travel in order to develop Sunderland 'the Place';
- There was discussion around the name 'Coalfields' and how it might be off-putting to potential visitors. It was noted by officers that this name is used only internally within the council and the individual names of each of the areas are used externally;
- Sunderland is a major shareholder in Newcastle airport however it was felt it has very little promotion of Sunderland. Although there are adverts within the airport about Sunderland it was felt there was a missed opportunity with regards to the metro link from the airport to Sunderland;
- Some of the main arterial routes to the coast are slightly run down and in need of some attention;
- Members felt that signage could be improved on a small scale including signage from Park Lane metro station to The Bridges, the University and other key places; and
- Members felt that often people don't realise just how great the city is until you actually look.

ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

14 FEBRUARY 2011

SUNDERLAND 'THE PLACE' POLICY REVIEW 2010/11: THE WORLD CUP 2018 BID: HOST CITY - DVD

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 THE REPORT

- 1.1 The purpose of this report is to inform members that the DVD produced for the World Cup 2018 Bid where Sunderland was awarded Host City status will be shown to members of the Scrutiny Committee in the context of the Policy Review for 2010/11; Sunderland 'the Place'.
- 1.2 The DVD will inform/contribute to the Scrutiny Committee's policy review for 2010/11 into Sunderland 'the Place'.

2. BACKGROUND

- 2.1 At its meeting on 17 June 2010 the Scrutiny Committee agreed to focus on Sunderland 'the Place' as the Policy Review for 2010/11 and agreed the aim of the review and terms of reference at its meeting on 12 July 2010.
- 2.2 On 2 February 2011, members of the Scrutiny Committee visited the Stadium of Light and were given a presentation regarding Sunderland AFC as a strong brand for the city and as a major partner in improving the city's sense of place/pride.
- 2.3 At the presentation members were shown the DVD produced for the World Cup 2018 Bid when Sunderland was awarded Host City status. Members were very impressed by this DVD and asked for this to be shown in the formal committee setting for those members who had been unable to attend.

- 2.4 The presentation will contribute principally to the following terms of reference for the Policy Review;

(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;

3. CONCLUSION

- 3.1 Members are asked to view the DVD to inform the Policy Review; Sunderland 'the Place'.

4. RECOMMENDATION

- 4.1 That Members consider and comment on the DVD.

5. BACKGROUND PAPERS

- None

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GREEN INFRASTRUCTURE STRATEGY FRAMEWORK

Report of the Deputy Chief Executive

1.0 Purpose of report

- 1.1 The purpose of this report is to inform the committee of the preparation of the Green Infrastructure Strategy Framework.
- 1.2 The committee's comments will be reported to Cabinet at its meeting on 9th March 2011, where approval will be sought to endorse the Green Infrastructure Strategy Framework as the basis for the production of a Green Infrastructure Strategy for Sunderland.

2.0 Background and current position

- 2.1 Green infrastructure, or "GI", is the network of open spaces and countryside that surrounds towns and villages and permeates through built areas. It is largely comprised of countryside, parks, natural habitats and green links such as river and stream corridors, pedestrian, cycling or other transport links.
- 2.2 Strategies for GI are encouraged and supported at national, regional and local level. National planning policy statement PPS12 identifies green infrastructure as a necessary element in ensuring the delivery of sustainable communities. Should the City Council decide to introduce a Community Infrastructure Levy (CIL) under the provisions of the Planning Act 2008, an up-to-date green infrastructure strategy will help inform the CIL funding calculations and GI proposals in the city could then take advantage of the subsequent fund.
- 2.3 Local drivers for developing a Sunderland GI Strategy have been the Sunderland Strategy 2008 – 2025, the Economic Masterplan (2010) and, as requested by the Homes and Communities Agency, commitment to a GI strategy in support of the emerging "Sunderland's Housing Priorities Plan".
- 2.4 In July 2009, the Attractive and Inclusive City Partnership (A&ICP), one of the five sub-groups coming under the umbrella of the Sunderland Partnership, considered the report "A Proposal for Developing a Network of Green Infrastructure" produced by the Planning and Environment Service. This report set out initial proposals for developing the concept of a GI network in Sunderland from its initial stage to achieving action on the ground. The meeting agreed that a steering group would be established and that production of a green infrastructure strategy for the city would be included in the Sunderland Partnership's delivery plan.
- 2.5 The attached GI Strategy Framework, produced by the GI Steering Group, was considered by the A&ICP at its meeting on 17th November 2010 where it was endorsed as the basis for the production of a GI Strategy for Sunderland and recommended to the City Council for its approval.

3.0 The GI Strategy Framework in outline

- 3.1 The strategy for improving, developing, securing and maintaining a network of green infrastructure in the city will need to successfully incorporate several main strands of work. This is the 'Framework' and it encompasses:
1. Completion and evaluation of a city-wide GI audit
 2. Early on-the-ground actions
 3. Mapping of Green Infrastructure
 4. An audit of GI-related activities and programmes, for example Limestone Landscapes
 5. Production of a GI Strategy document
 6. A rolling programme of sustainable actions
 7. The development plan – the Local Development Framework (LDF)
 8. An annual monitor and review
 9. Publicising the Green Infrastructure Strategy
- 3.2 Each of the main strands is described in the Strategy Framework along with individual tables that set out key actions and dates as well as main responsibilities and cost implications. The inter-relationship between these main strands is illustrated in a figure in the document, reproduced in Appendix 1 of this report. The timeframe for production of all the strands, hence the complete strategy, extends largely over the next 12 months and can be seen in the Timeframe Matrix, reproduced in Appendix 2 to this report.
- 3.3 Some of the strands are already progressing:
- A Green Space Audit and mapping of green infrastructure is being completed by the council's Planning Policy Section, whilst the Area Regeneration Officers through the Area Committees are leading a process of public engagement in evaluating some 1,800 green space sites across the city. This work will be completed in February 2011 and a final audit report produced by June. The GI audit will be further enhanced by the addition of the results of a city-wide biodiversity habitat survey that was commissioned by the Planning and Environment Service in April 2010.
 - The GI Steering Group in October considered an initial list of potential GI 'early action' schemes. Further investigations to produce a GI checklist, methodology and a shortlist of schemes for submission to the A&ICP is underway.
 - The draft Sunderland Core Strategy (approved by Cabinet for consultation March 2010) includes GI policies and a GI corridor map that resulted from earlier discussions of the GI Steering Group and the A&ICP. The Core Strategy is being revised as a result of the new Government's evolving views on the development plan system with a view to reporting to Cabinet in April 2011. It is expected to retain the GI work that was included in the March 2010 version. The emerging GI Strategy will subsequently help to inform the next main LDF plan, the Allocations DPD.
- 3.4 Whilst the GI Strategy Framework sets out how an overall strategy for the city will come about, in Section 1 a proposal for a provisional 'Vision' is outlined and Section 2 includes provisional 'Principles' for GI in the city.
- 3.5 The provisional 'vision' for green infrastructure is as follows:

“The economic and social development of the city will be enhanced through its setting in surroundings of high quality green infrastructure that will be provided through a network of green spaces and links, including coastal, river and other water features, designed and managed to maximise their multi-functional potential.

- 3.6 Five main principles are proposed, summarised below (they can be read in full in Appendix 3 to this report):

Connectivity: seeking to physically connect areas of open space through corridors that incorporate the city’s most important parks, habitats, other open space features, main rivers and the coast, and linking to the countryside and adjoining districts.

Functionality: maximising the range of environmental, social and cultural functions and features within corridors and sites, such as

- Adaptation to and mitigation of effects of climate change
- Adapting open spaces to help reduce flood and drainage problems
- Improving and protecting woodland and tree coverage
- Preserving and enhancing related local heritage
- Increasing biodiversity through habitat and corridor development
- Enabling better rights of way for walking, cycling and horse riding
- Maintaining or enhancing local landscape and townscape character
- Maximizing the potential contribution to life-long learning
- Considering the potential for small scale community food production

Enhancing residential and economic communities: Seek to permeate, connect and enhance green space in residential and employment areas, the City Centre and other main functions, connecting physically, emotionally and intellectually with communities, especially to benefit areas of poor health and deprivation

High standards: set standards for high quality enhancement of the image of the city, for development of new and rejuvenated green space and water features and standards for accessibility to green infrastructure

Sustainable green infrastructure: design schemes to optimise low maintenance consistent with achieving the desired functions and quality of the site or corridor.

- 3.7 These provisional elements will be used to help develop on-the-ground GI schemes and any revisions to maintenance regimes in the interim period prior to completion of the GI Strategy document in late 2011. The GI Strategy document, which it is proposed will be produced with an element of public consultation, will include final versions of the ‘vision’ and ‘principles’.

- 3.8 Section 4 of the Framework sets out working procedures and governance of the preparation of the strategy. This will be through the Sunderland Partnership and City Council, with the A&ICP overseeing production and the Steering Group undertaking details of preparation.

4.0 Next Steps

- 4.1 The Green Infrastructure Strategy Framework will be reported to Cabinet in March and thence the Area Committees for information. It will also be put on the

Sunderland Partnership's and City Council's web sites for information and informal comment, as well as being made available for other media publicity.

- 4.2 The Steering Group and A&ICP, assisted by the Planning Policy Section and others, will then continue to progress the strategic strands to completion.

5.0 Relevant consultations/ considerations

- a) **Financial Implications** – The report is resource neutral. Preparation of the strategy will involve staff resources but no financial implications other than costs of consultation and printing which can be found from existing budgets. Actions arising from the strategy will be subject of other individual financial decisions taken by the agencies proposing the schemes.
- b) **Legal Implications** – there are no direct legal implications of agreeing to the preparation of the GI Strategy or its provisional principles.
- c) **Policy Implications** – The provisional principles will be taken into consideration in preparing the LDF and other plans and actions.
- d) **Implications for other Services** – preparation of the GI Strategy will involve other services' representatives on the GI Steering Group, whilst the provisional principles and final strategy will have implications to some extent for all services, notably those delivering green space related schemes and improvements.
- e) **The Public** – the GI Strategy Framework document will be put on the council's web site for information, to gauge interest and to gain informal comment of the public. The GI Strategy document itself will be subject of a public consultation exercise before it is finalised, whilst the main schemes in the proposed rolling programme of actions will be subject of public engagement and consultation commensurate with the scale and type of scheme.

6.0 Recommendation

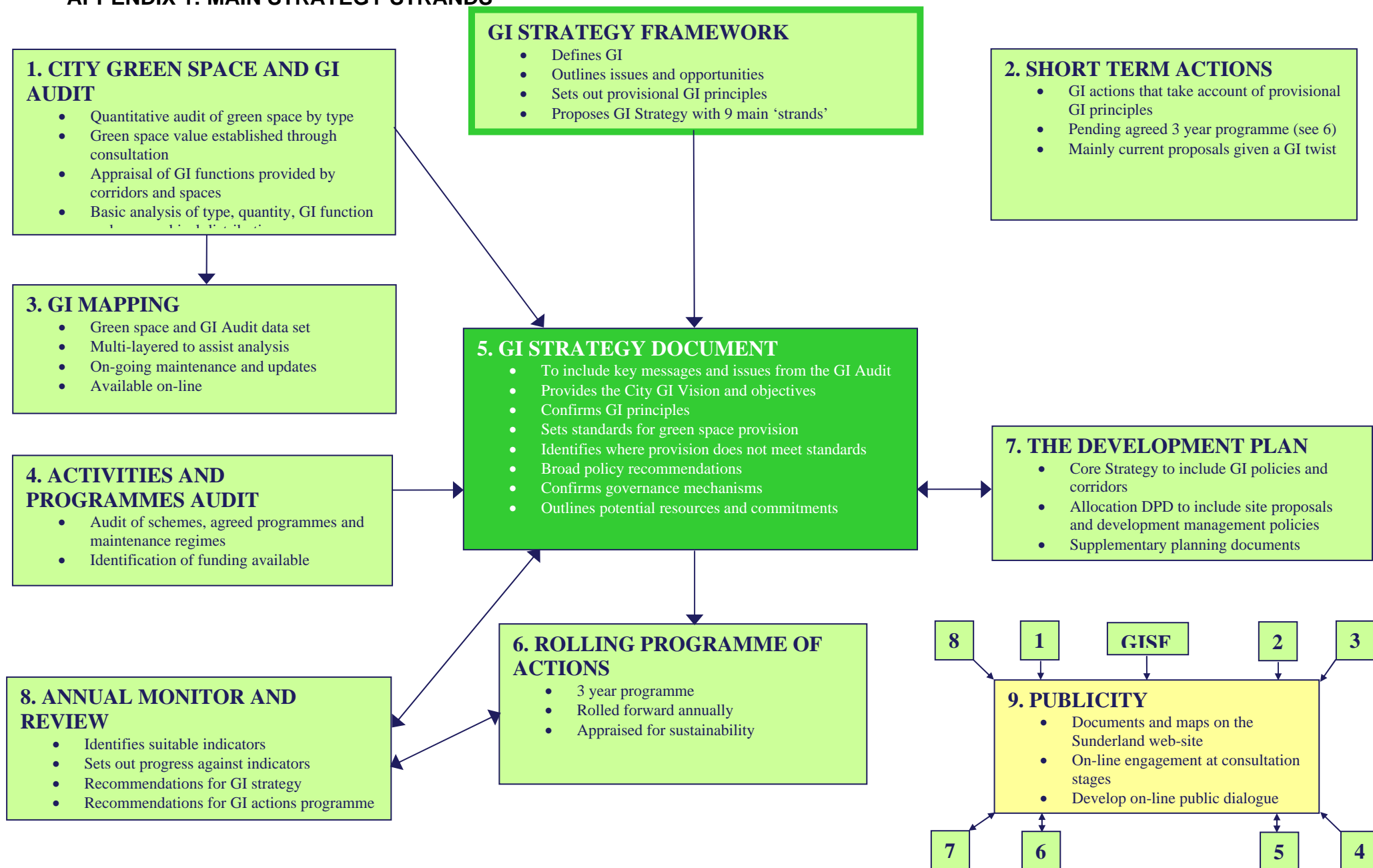
Environment and Attractive City Scrutiny Committee is requested to:

- i. Endorse the Green Infrastructure Strategy Framework as the basis for the production of a GI Strategy for Sunderland; and
- ii. Forward any other comments for consideration of Cabinet.

7.0 BACKGROUND PAPERS

- Report to the Attractive and Inclusive City Partnership 17 November 2010
- Draft Green Infrastructure Strategy Framework document

APPENDIX 1: MAIN STRATEGY STRANDS



APPENDIX 2: GI STRANDS TIMEFRAME MATRIX

DATE	1 GI AUDIT	2 EARLY ACTIONS	3 MAPPING	4 ACTIVITY AUDIT	5 GI DOCUMENT	6 ACTIONS PROG	7 LDF	8 ANNUAL MONITOR	PUBLICITY
12.10	Site audit complete								
1.11				Complete research and document of information					
2.11	Complete workshops	Agree draft actions with Steering Group							Develop web page.
3.11		Report to A&ICP			Agree format and scope of document with SG		Corridors and policies in Core Strategy to Cabinet		
4.11	Audit analysis + GI data		Map all sites + GI functions						
5.11									
6.11	Final report to committee				Draft GI Strategy document	Scope AP programme document			
7.11									
8.11									
9.11					Publicity and consultation				
10.11								Agree indicators	
11.11					Final	Programme			

					strategy document	with input of community			
12.11									
1.12									
2.12									
3.12									
4.12									
5.12									
6.12								Produce 2011 -12 report	

Provisional Green Infrastructure Principles for Sunderland

1 *Connectivity*: seek to physically connect areas of open space; aim to have, as a minimum connecting feature, a green corridor with the capacity to incorporate a pedestrian and cycle route. Include the city's most important parks, habitats, other open space features, main rivers and the coast in the interlinked network of GI corridors. Link the main urban areas with the urban fringes and countryside and with adjoining districts.

2 *Functionality*: maximise the range of environmental, social and cultural functions and features within corridors and sites appropriate to their scale and location, i.e. optimizing potential functions but not making spaces more multifunctional for the sake of it, where resources would not last. An outline of the main functional considerations to be taken into account is given in Table 1A, whilst some matters particular to the city include:

- assisting adaptation to and mitigation of local effects of climate change
- adapting open space use so that flood risk and drainage problems can be minimised, particularly in support of critical drainage areas
- improving and protecting woodland and tree coverage, including the Great North Forest, to improve carbon sequestration and air quality, create shade and recreation value
- preserving and enhancing related local heritage
- increasing biodiversity through habitat and corridor development, looking to remove barriers to key corridors so that wildlife (and people) can move from one area to another freely and safely. In this respect particular attention should be given to the magnesian limestone grassland (of which Sunderland holds a very significant proportion of the global resource)
- adapting relevant sections of the RoW network to enable walking, cycling and horse riding for all, for recreational and utility purposes
- maintaining or enhancing local landscape and townscape character
- maximizing the potential contribution to life-long learning
- considering the potential for small scale community food production through new and improved allotments

3 *Enhancing residential and economic communities*: Seek to permeate, connect and enhance residential and employment areas, the City Centre and other main functions (such as schools), connecting physically, emotionally and intellectually with communities. Especially look at green infrastructure improvements where they can benefit areas with severe health inequalities and aspects of multiple-deprivation. Give consideration to encouraging active lifestyles and community interaction in the design of schemes and accessibility.

4 *High standards*: set standards for high quality enhancement of the image of the city, for development of new and rejuvenated green space and water features and standards for accessibility to a full range of GI across the city (including access to Accessible Natural Green Space – ANGSt) as well as for maintenance, in relation to the features and functions.

5 *Sustainable GI*: design schemes to optimise low maintenance consistent with achieving the desired function(s) and quality of the site or corridor.

Green Infrastructure Strategy Framework



Attractive and Inclusive City Partnership
February 2011


Sunderland
Partnership

SUNDERLAND GREEN INFRASTRUCTURE STRATEGY FRAMEWORK

Prepared for the Sunderland Attractive and Inclusive City Partnership by the Green Infrastructure Steering Group.

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1.0 INTRODUCTION AND SCOPE OF THE PROJECT

What is green infrastructure, or 'GI'?

1.1 Green infrastructure, or "GI", is the network of open spaces and countryside that surrounds towns and villages and permeates through built areas. It is largely comprised of countryside, parks, natural habitats and green links such as river and stream corridors, pedestrian, cycling or other transport links.

1.2 In February 2010 the Marmot Review "Fair Society, Healthy Lives" summed up the importance of green infrastructure in the following:

"Green space and green infrastructure improve mental and physical health and have been shown to reduce health inequalities. Green infrastructure networks reduce urban temperatures and improve drainage, reducing the risks to health associated with heat waves and flooding. Well designed and maintained green spaces can encourage social interaction, exercise, play and contact with nature. Well-designed, car free and pleasant streets encourage feelings of well-being, chance interactions and active travel; good quality and good access to public spaces contributes to pride in the community, integration and social cohesion."

1.3 GI therefore provides an infrastructure that is essential to urban living, helping towards better health, cleaner air, a more attractive living and working environment and consequently economic and social benefits. Well-developed and managed it can assist in reducing drainage and flooding problems and enrich the natural habitat of the area.

1.4 Sunderland takes a pride in its public green spaces and in 2010 again won the Britain in Bloom Best Large City award. Sunderland has a wealth of parks, countryside and open spaces: think of Mowbray Park, Herrington Country Park and Penshaw Hill; Fulwell Quarries, Washington Wildfowl and Wetlands Centre, the River Wear and the coast and beaches. A GI Strategy will help make fuller use of the benefits that these places bestow upon the city's landscape, its economy and its people and will help to identify physical, functional and perceptual links within a wider green network.

1.5 The following provisional 'vision' for green infrastructure is proposed to help focus our work to meet the City of Sunderland's future requirements. It is based on definitions published by Natural England and the Government's policy in PPS12: Local Spatial Planning:

"The economic and social development of the city will be enhanced through its setting in surroundings of high quality green infrastructure that will be provided through a network of green spaces and links, including coastal, river and other

water features, designed and managed to maximise their multi-functional potential. Sunderland's Green Infrastructure will encompass existing and new green spaces, both rural and urban. It will support active and passive recreation, natural and ecological processes, as well as enhanced transport links, particularly for pedestrians and cyclists. Sunderland's Green Infrastructure will thread through and surround the built environment and connect the urban area to the wider rural hinterland and adjacent local authorities. Consequently it will be delivered at all scales from sub-regional to local neighbourhood levels, accommodating both accessible natural green spaces within the city's local communities and often much larger sites in the urban fringes and wider countryside. This Green Infrastructure will be integral to the city's environment and enhance the health, quality of life and sustainability of its communities and potential for economic development."

Benefits and functions of GI

1.6 A report published by Natural Economy North West has identified that good quality GI in towns, cities and rural areas can be of benefit to the following:

- Climate change adaptation and mitigation of impacts
- Flood alleviation and water management
- Quality of place
- Health and well being
- Land and property values
- Economic growth and investment
- Labour productivity
- Tourism
- Recreation and leisure
- Land and biodiversity
- Products from the land.

1.7 Green infrastructure can provide or be adapted to accommodate many functions, as outlined in the following list. Maximising the number of potential functions in a location should be a broad aim. Most functions may be possible to a significant extent in the largest green spaces and countryside, but local conditions, needs and resources should prevail in decisions on what functions to focus upon, particularly for smaller scale sites.

Table 1A: Potential functions of GI:

Sport and active recreation	Climate change adaptability
Access to natural green space	Landscape character/sense of place
Mental and physical health	Biodiversity
Image and investment	Connectivity within a network
Land and property value	Setting for tourism
Education and life-long learning	Availability for social enterprises
Social inclusion	Food, fishery and energy production
Intrinsic value of a place to a community	Historic resource
Flood management	Setting for culture
Air water and soil quality	

Source: North West Green Infrastructure Guide

GI issues, influences and opportunities in Sunderland

1.8 In Sunderland there are issues that a GI strategy must tackle to achieve a successful outcome; there are matters where a GI strategy could be influential in achieving a more positive result; and there are initiatives that will provide opportunities for enhancing the city's GI.

1.9 Work on the Sunderland Core Strategy has identified from current reports and information, including the preliminary results of a green space audit, not only strengths but also several gaps and weaknesses in the provision of open space in the city. Information can be read in the LDF topic papers whilst the audit is discussed in more detail in Section 3. The provision or improvement of open spaces to remedy these shortfalls should preferably be undertaken through the application of GI principles (see Section 2) in designing new schemes and improvements.

1.10 A literature review has helped identify key features of GI and latest guidance and ideas on its development (see Appendix 1). In addition locally, the above-mentioned topic reports and a series of meetings with officers experienced in various aspects of GI functions and provision has helped identify GI issues, potential to influence economic and other development and opportunities for increasing GI in the city.

1.11 The main matters so identified are referred to in the boxes on the next three pages.

Main GI issues in Sunderland

- The spatial distribution and quality of green spaces is quite varied across the city. The ongoing green space audit will identify mis-matches between provision and needs
- There are no current council programmes for the provision of new parks or allotments, though they are occasionally developed as the result of an opportunity, for example Elba Park at the former Lambton Cokeworks. However, without an objective to create new parks and allotments through a range of funding and development opportunities, areas short on provision are unlikely to see their position improved
- The coast and River Wear are identified as key assets to the future prosperity of the city, supporting culture, leisure and tourism opportunities, where improvements to the environment are crucial to success
- There is some overuse of football pitches, a mismatch of use and some poor quality pitches and facilities according to the Playing Pitch Strategy 2004
- New or replacement school grounds have GI potential but for the moment these schemes and the council's influence on them has been much reduced by the demise of the Building Schools for the Future programme and the possibility of some future schools coming forward as private or community initiatives outside the control of the local authority
- 'Brownfield' land is a priority for new built development but its potential to contribute to the green infrastructure of the city should also be recognised, particularly where it has been naturalised
- Work towards LTP3 (the Local Transport Plan) has identified that public rights of way and cycle networks need linkages, both at the sub-regional and the local level.
- Barriers to linking some corridors into a complete network for both people and wildlife are major roads, particularly the A19 and A1, also the River Wear (though the latter is a natural feature of the city's wildlife ecology)
- New developments and the people who use them generally have a detrimental impact on wildlife, though through careful design and mitigation provisions a positive outcome should be possible. GI corridors running through and around development, perhaps associated with SUDS (sustainable drainage schemes), could help reduce negative impact
- The Sunderland Parks Management Strategy 2004 aims for parks improvements based on the national Green Flags Award criteria. Whilst these criteria are wide ranging they do not specifically refer to parks being improved through the application of the principles of GI: this would have to be addressed as an additional matter by the local authority
- There is a consensus amongst experienced officers that an increased ranger service would greatly assist the protection and improvements of green spaces and corridors
- The major issue for the protection of species and habitats and the improvement and management of the countryside and urban green spaces is, simply, a shortage of resources

Potential positive influences of GI in Sunderland

- A GI strategy will help introduce the concept and principles of GI into a range of local plans, master plans and strategies, such as the Housing Strategy and the emerging Allocations Development Plan Document. Its multi-functional nature will also affect future consideration of maintenance regimes
- GI can be designed/protected to mitigate storm flow in Critical Drainage Areas (defined by the Strategic Flood Risk Assessment) and in areas prone to flooding, also help reduce high water tables, for example north of Washington
- The strategy can improve and guide the response of the private sector and other development agencies towards the provision of good quality, well planned GI associated with new developments
- Planning for multi-functional GI could have the potential to attract a wider range of funding for delivery of schemes than might normally be associated with public open space provision
- GI can help to improve mental and physical health in the poorest areas identified by the Index of Multiple Deprivation and also be used towards breaking down educational and cultural barriers to outdoor recreation
- GI links could provide attractive, convenient and safer routes for children to walk and cycle to school away from main roads. However main routes would have to be the subject of safe design, lighting and appropriate levels of maintenance for all-year round use, whilst alternative access from them into school grounds would have to be properly located and managed
- More accessible green spaces and trees could enhance the image and attract investment, particularly in and around the City Centre, older employment areas and major transport corridors, greening the city, enhancing biodiversity and improving outdoor recreation provision
- A GI strategy can visually help to define and give a setting to local neighbourhoods
- Action to complete gaps in sustainable access around the city can be proposed through a GI strategy, e.g. cycle routes, local connectivity, improved legibility and the re-construction of inadequate green footpath networks to attract increased usage
- Broad areas of individual landscape character could be enhanced, such as the magnesian limestone escarpment through the Limestone Landscapes project
- Greater emphasis could be given to adding to the city's biodiversity habitats and improving connectivity of sites for wildlife, informed by ongoing ecological surveys across the city
- Local food production could be encouraged and enabled, connecting local communities with the land
- greater community action and local responsibility for neighbourhood green spaces can be an outcome.
- Identifying areas for calm and quietness in the city
- Supporting the city's Destination Management Plan for tourism and culture
- Supporting active lifestyles and wellness, with links to ActiveSunderland
- Supporting the Local Transport Plan's aim to improve air quality through GI, helping eliminate any future need for designation of Air Quality Management Areas (AQMAs)
- Supporting the setting of heritage features such as St Peter's Church

Opportunities for enhancing GI in the city

- The Homes and Communities Agency has asked authorities producing local investment plans to include an outline of their strategy for green infrastructure. Sunderland's Housing Priorities Plan is looking towards a strategically planned and delivered network of high quality green spaces and other environmental features, designed and managed as a multi-functional resource capable of delivering a wide range of environmental and quality of life benefits for local communities
- The inclusion of green infrastructure is a requirement for the sustainable re-modelling of local communities into successful 'low carbon city villages', as proposed by the Economic Masterplan
- The Community Infrastructure Levy (CIL) may be a mechanism to raise funds to deliver Green infrastructure projects. The Council is considering implementing CIL, which complements the use of planning obligations to raise funds from developers undertaking new development, to secure a wide range of infrastructure including parks and green spaces.
- The Local Transport Plan (LTP3) will include an accessibility strategy to be implemented by the individual Tyne and Wear local authorities. It will also be seeking to further develop and improve the rights of way and cycling networks. Where these works relate to GI corridors in Sunderland the funding provides an opportunity to enhance the city's GI
- The development of 'walk in the park' networks with Healthy City funding could lead to related GI improvements
- The Play and Urban Games Strategy Addendum 2010 includes proposals for 58 improved and new play areas across the city which could benefit local GI as well as take account of GI principles in their design and location
- New development and re-modelling of existing housing and employment estates can make contributions to green infrastructure through master plans, planning applications and legal agreements (S106). This already happens, for example by the provision of sections of the cycle network, new children's play parks and wildlife protection measures. However some developers see this as a hurdle to be got over through the minimum contribution, an attitude that needs to be changed
- The Football Investment Strategy has funding for a new playing pitches strategy, which could take account of GI functions in future pitch design
- Continued growth of local fora, such as the 17 Friends of Parks groups, could assist community involvement in and ownership of GI. The city Volunteer Strategy could also help enable community involvement
- The opening up of culverted or channelled streams, for example as proposed in the Seaburn Master Plan, could provide GI benefits
- Cross boundary working with neighbouring districts could secure economies of scale in the delivery of sub-regional networks

The policy context for a GI Strategy

1.12 **National:** the Government's Planning Policy Statement (PPS) 12: Local Spatial Planning identifies green infrastructure as a necessary element in ensuring the delivery of sustainable communities. The Government agency Natural England believes that the provision of green infrastructure should be an integral part of the creation of sustainable communities throughout England. Networks of multi-functional greenspace providing a wide range of environmental and quality of life benefits should be identified in local plans and designed into all major new development and regeneration schemes from the outset. To help achieve its aims, Natural England is advocating that all local authorities adopt 'Accessible Natural Greenspace Standards (ANGSt) in the provision of green infrastructure (see Appendix).

1.13 The Supplement to Planning Policy Statement 1, *Planning and Climate Change* (2007), sets out how climate change considerations should be integrated into all aspects of spatial planning. Vegetation can beneficially modify the climate, especially in cities, where the 'heat island effect' makes city dwellers particularly vulnerable to rising temperatures. Urban green spaces can give a cooling effect of 1-2 °C. Green roofs can make buildings cooler in summer and warmer in winter compared to traditional roofs, as well as providing habitats for wildlife.

1.14 The Planning Act 2008 included the provision for local authorities to introduce a Community Infrastructure Levy (CIL) to raise finance needed for new infrastructure from new development. Open spaces are included within the definition of infrastructure. Should the City Council decide to introduce a CIL for Sunderland an up-to-date green infrastructure strategy will help inform the CIL funding calculations, whilst GI proposals in the city could then take advantage of the subsequent fund.

1.15 Other national policy statements, for example PPS7: Sustainable Development in Rural Areas and PPS9: Biodiversity and Geological Conservation include messages emphasising the importance of green infrastructure in the achievement of modern, sustainable urban and rural environments, with enriched biodiversity.

1.16 The importance of green infrastructure was confirmed by the Royal Commission on Environmental Pollution's 2007 report on the Urban Environment. Latterly the consultation draft PPS "Planning for a Natural and Healthy Environment" has included policies for the incorporation of proposals for GI in local development frameworks.

1.17 **The sub-region:** in 2008 the previous Government designated a number of locations across England as 'growth points', where the priority would be an

increased amount of house building as well as new employment and other infrastructure. Two growth points were created adjacent to the city in South East Durham and Newcastle & Gateshead. A requirement of growth point status is that the development proposals should be accompanied by a strategy for green infrastructure. These districts have begun their strategy preparation, which will include green corridor cross-boundary connections to Sunderland. Recently South Tyneside began the preparation of a GI strategy as a supplementary planning document to its Core Strategy. Sunderland is working with all the authorities to ensure cross-boundary connections are agreed and policies are consistent.

1.18 **City of Sunderland:** at the city level, the principal aim of the Sunderland Strategy 2008 - 2025 is:

“To ensure that Sunderland becomes a clean, green city with a strong culture of sustainability, protecting and nurturing both its built heritage and future development and ensuring that both the built and natural environments will be welcoming, accessible, attractive and of high quality”.

1.19 The strategy includes a key objective:

“Residential and employment areas will be set within a network of green spaces providing areas for recreation, natural habitats and attractive landscape settings. The network will link the main urban areas, the coast, river and countryside with each other and with neighbouring districts”.

1.20 Additionally it says:

“By 2025 the council and its partners will have created sustainable and environmentally friendly housing developments that open up and connect neighbourhoods with each other and to town centres and create common spaces shared by all communities”.

1.21 As part of the mechanism for delivery of the Sunderland Strategy a number of themed local strategic partnership groups has been established, including the Attractive and Inclusive City Partnership (A&ICP). This partnership agreed in 2009 to oversee the preparation of a green infrastructure strategy for the city and included the proposal as part of its contribution to the Local Area Agreement Delivery Plan.

1.22 The Sunderland Economic Masterplan, approved by the City Council in September 2010, takes a broad perspective on the future economic development of the city towards delivering the long term Sunderland Strategy. It envisages improvements to the city's green infrastructure to create or enhance connections between green assets, routes into the City Centre and to the Technopole and between City Villages.

1.23As referred to in the 'opportunities' section, the Homes and Communities Agency expects local authorities to have (or have the intention to have) a GI strategy and has asked for an outline of a strategy as part of local investment plan submissions.

Where are we now?

1.24 An open space register and map for the city was partly updated in 2003 to take account of national guidance in PPG17 Planning for Open Space, Sport and Recreation. The register and map considered 10 types of open space in terms of quantity. All sites from the largest country parks down to small amenity spaces were individually included. In 2008 a major audit of the register and map commenced, also including (for the first time) a questionnaire analysis of site quality. This evaluation has still to be completed, and has yet to be scrutinised and evaluated with local communities. This audit and evaluation will complete a major strand of the Green Infrastructure Strategy as proposed in this framework and provide invaluable information for completing the strategy document.

1.25 As part of preparation of the Sunderland Core Strategy Preferred Options 2007 the City Council engaged with a wide range of local community groups to establish a green space vision for the city, in line with PPG17, which was published in the Core Strategy as follows:

"Safe, clean and valued green spaces with amenities suited to local and other needs, that are easily accessible to all within every neighbourhood particularly by foot and cycle and include elements of wildlife habitat especially provision of trees and also opportunities for physical activity (both informal and formal) particularly walking."

1.26 Subsequently consideration of the need for a Green Infrastructure Strategy to be developed from the green space work came about as a response to Policy 9.6a of the Regional Spatial Strategy (2008). This requires districts to develop sub-regional cross-boundary networks of GI for inclusion in LDFs. The Core Strategy Preferred Options 2007 had foreseen this and included an objective to ensure that all homes have good access to a range of green spaces linked across the city connecting major parks, the riverside, the coast and adjoining districts. Whilst the future for RSS is doubtful there is also support for a GI strategy within national planning policy (PPS12 and others), from the Homes and Communities Agency via Sunderland's Housing Priorities Plan, as well as in local policy, notably the Economic Masterplan, that points to continuing with the project.

1.27 The Attractive and Inclusive City Partnership (A&ICP) in July 2009 considered a report “A Proposal for Developing a Network of Green Infrastructure”.

Subsequently a GI Strategy Steering Group was established to deliver the detailed strategy on behalf of the Attractive and Inclusive City Partnership. This group can draw on a wide range of officers from the council and other organizations (see Appendix 5) to provide input. It meets to consider the various stages of work as well as to discuss national policy directions and local on-the-ground GI proposals.

1.28 An early task was the input to and consideration of a network of inter-districts and district GI corridors and associated Core Strategy policies. As a result the basic network of corridors and policies is now included in the revised draft Core Strategy, approved by council for consultation purposes in March 2010 (see Appendix 3).

1.29 The steering group has been involved with the drafting of this GI Strategy Framework report, which has taken account also of a series of informal meetings with officers from associated disciplines, e.g. the Countryside Officer and Parks Development Manager. These meetings have helped gain a better insight into the wide range of issues a GI strategy might need to take into account.

2.0 PROVISIONAL PRINCIPLES FOR SUNDERLAND GI

2.1 A draft set of principles for GI in Sunderland was included in “A Proposal for Developing a Network of Green Infrastructure” (July 2009). After discussion and consultation with partners and other key organisations the following provisional principles are recommended as a basis for Sunderland’s GI Strategy. They may be amended as a result of wider consultations and work on the detailed GI Strategy. However, in the interim, it is recommended that the council and other organisations use them as a basis for creating GI schemes and improvements.

Provisional Green Infrastructure Principles for Sunderland

1 *Connectivity*: seek to physically connect areas of open space; aim to have, as a minimum connecting feature, a green corridor with the capacity to incorporate a pedestrian and cycle route. Include the city’s most important parks, habitats, other open space features, main rivers and the coast in the interlinked network of GI corridors. Link the main urban areas with the urban fringes and countryside and with adjoining districts.

2 *Functionality*: maximise the range of environmental, social and cultural functions and features within corridors and sites appropriate to their scale and location, i.e. optimizing potential functions but not making spaces more multifunctional for the sake of it, where resources would not last. An outline of the

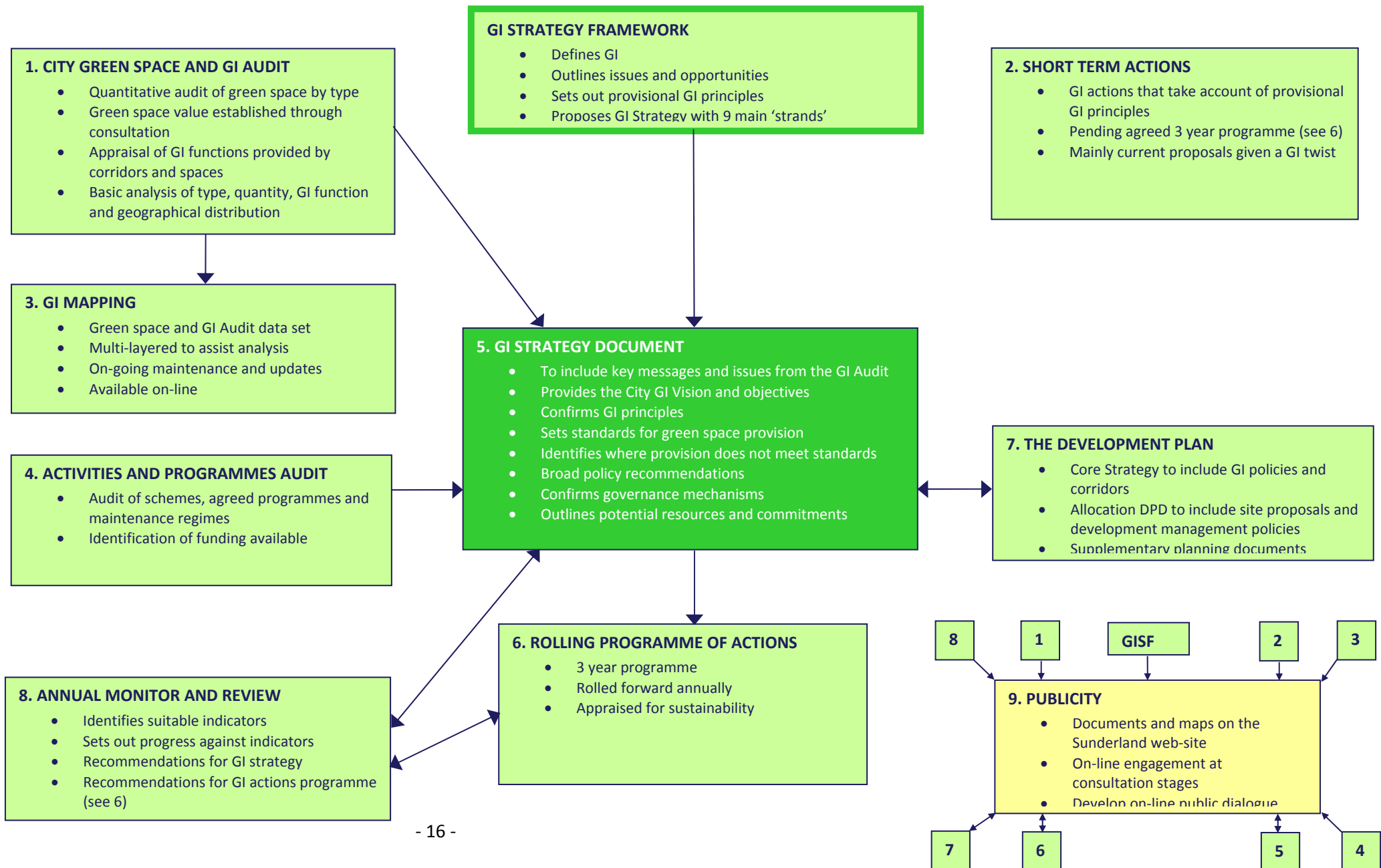
main functional considerations to be taken into account is given in Table 1A, whilst some matters particular to the city include:

- assisting adaptation to and mitigation of local effects of climate change
- adapting open space use so that flood risk and drainage problems can be minimised, particularly in support of critical drainage areas
- improving and protecting woodland and tree coverage, including the Great North Forest, to improve carbon sequestration and air quality, create shade and recreation value
- preserving and enhancing related local heritage
- increasing biodiversity through habitat and corridor development, looking to remove barriers to key corridors so that wildlife (and people) can move from one area to another freely and safely. In this respect particular attention should be given to the magnesian limestone grassland (of which Sunderland holds a very significant proportion of the global resource)
- adapting relevant sections of the RoW network to enable walking, cycling and horse riding for all, for recreational and utility purposes
- maintaining or enhancing local landscape and townscape character
- maximizing the potential contribution to life-long learning
- considering the potential for small scale community food production through new and improved allotments

3 *Enhancing residential and economic communities:* Seek to permeate, connect and enhance residential and employment areas, the City Centre and other main functions (such as schools), connecting physically, emotionally and intellectually with communities. Especially look at green infrastructure improvements where they can benefit areas with severe health inequalities and aspects of multiple-deprivation. Give consideration to encouraging active lifestyles and community interaction in the design of schemes and accessibility.

4 *High standards:* set standards for high quality enhancement of the image of the city, for development of new and rejuvenated green space and water features and standards for accessibility to a full range of GI across the city (including access to Accessible Natural Green Space – ANGSt) as well as for maintenance, in relation to the features and functions.

5 *Sustainable GI:* design schemes to optimise low maintenance consistent with achieving the desired function(s) and quality of the site or corridor.



3.0 THE SCOPE OF THE GREEN INFRASTRUCTURE STRATEGY

3.1 The strategy for improving, developing, securing and maintaining a network of green infrastructure in the city will need to successfully incorporate several main strands of work, encompassing:

1. Completion and evaluation of a city-wide GI audit
2. Early on-the-ground actions
3. Mapping of green infrastructure
4. An audit of GI-related activities and programmes, for example.
Limestone Landscapes
5. Production of a GI Strategy document
6. A rolling programme of sustainable actions
7. The development plan
8. An annual monitor and review
9. Publicising the Green Infrastructure Strategy

Each strand of the strategy is described below with roles, responsibilities, timing and possible costs attached: Appendix 2 sets out the progression of each in a time frame.

Completion and evaluation of a city-wide GI audit.

3.2 This will be developed from the Green Space audit whose first stage of identifying, quantifying and surveying sites has been undertaken by the council's Planning Policy and Landscape teams, in accordance with the national guidance set out in PPG17 "Planning for Open Space, Sport and Recreation". The second stage of the Green Space audit requires an evaluation of community views about the existing provision and whether it meets their needs. This is a substantial piece of work that, to be robust, needs to include community engagement at a local level with local interest groups, a range of users and local people generally.

3.3 The Green Space audit process proposed by PPG17 essentially focuses on nine different main types of open space, for example public parks, or sports pitches. Assessing the quality of green infrastructure requires further examination of the range of functions that each site or corridor may provide e.g. storm water retention to reduce flooding, or providing a significant element of landscape character for an area. The audit of Green Space/Green Infrastructure is important to the completion of the Local Development Framework for the city, particularly for the Allocations Development Plan Document. This is presently programmed in the Local Development Scheme for adoption in February 2013. The initial identification of specific sites for different uses, including green infrastructure, will be undertaken in preparing the Preferred Option that is programmed to go on consultation beginning June 2011 (note: there may be

revisions to the LDF timetable to take account of the production of the Core Strategy). It is important therefore that the audit is completed to assist the timetable. In the first place a brief has been prepared outlining the scope of the survey and required skills, expertise and timetable. The audit is being undertaken by officers of the council.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Complete sites audit	By December 2010	Planning Policy	Staff time
Audit analysis	By April 2011	Planning Policy + relevant in-house expertise	Staff time
Sites value community consultation	By February 2011	Area Officers + Area Committees and Planning Policy	Staff time + consultation budget
Green Infrastructure support data	April 2011	Planning Policy	Staff time
Conclusions and report	June 2011	Planning Policy + committee endorsement	Staff time

Early on-the-ground actions

3.4 This strand is the early identification of immediate actions that can be taken by the City Council and its partners whilst other strategy strands are in preparation, i.e. applying the provisional principles of GI, as proposed earlier in this paper, to current open space improvements, maintenance regimes, transport, regeneration, housing programmes, new schemes, new strategies and plans. A GI check list will assist identification of schemes. The principles to be applied are provisional pending their agreement as part of the GI strategy document (see below).

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Identifying potential schemes from current programmes	Draft actions February 2011. Endorsement by next available A&I CP	All relevant sections and partners including GI Steering Group members, facilitated and co-ordinated by Planning Policy. Action plan to be endorsed by A&ICP.	Staff time
Review or preparation and costing of schemes to integrate GI principles	To meet appropriate programme timetable	All relevant City Council Services and partners; individual schemes to be approved by appropriate governance bodies. Overview of schemes by GI Steering Group.	Staff time and possible costs variation subject to revisions (could even involve cost reduction benefits)

Mapping of green infrastructure

3.5 The development and on-going maintenance of a GIS map-based data resource of green infrastructure will assist the council and others with its current development plan and other activities now and in the future. By mapping the different functions of greenspace, the spatial distributions of the type, quantity and quality of provision will be made clear, helping to inform existing strategies and to direct funds to where improvements are most needed. It will help provide an evidence base as well as a resource that will allow monitoring of change. A well-run and maintained mapping database will enable analysis to be made over the years of such matters as the impact of climate change on the city, or the success or otherwise of biodiversity intervention policies, etc. Consideration could be given to integrating the mapped data with other such data being compiled by the City Council's ICT Team to give a wide ranging geographically based resource, useful to a wide range of users.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Complete the mapping of all Green Space audit sites by type and other information	By April 2011	Planning Policy	Staff time
Incorporate GI function information as appropriate	By April 2011	Planning Policy + assistance from other data holders and ICT	Staff time
Maintain the data base	On-going	Planning Policy + ICT	Staff time

Audit of GI-related activities and programmes, for example Limestone Landscapes

3.6 This is essentially a documentation of current and proposed activities, programmes and maintenance schedules and standards that are aimed at creating green infrastructure or improving the nature of existing infrastructure. It will help identify current and possible future sources of funding as well as gaps. The document can be used in support of the LDF and in completing the Sunderland GI Strategy document.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Research and documentation of information	By January 2011	Planning Policy supported by other council sections and partners with input from GI Steering Group members. Report to A&ICP.	Staff time

Production of a GI Strategy document

3.7 This is the document that essentially draws together all the strands into one explanatory report. It will take into account the GI Audit results and include Sunderland's vision for GI and the final set of principles that will be applied to all schemes. It will set out provision and access standards for the distribution of GI; consideration of maintenance, supervision and public safety, proposals for enhanced connectivity and links to an ongoing action plan (see below). It will set out the main building blocks in a series of policy recommendations for the successful integration of a network of GI in the city, for its maintenance and long-term governance and resourcing. The main delivery agencies will be identified, including where GI will be expected to be delivered by the planning system. Before the document is approved by the council it will be the subject of public consultation.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Draft GI Strategy document	By June 2011	Planning Policy, through the Steering Group, to be endorsed by the A&ICP and approved for consultation by appropriate council committees	Staff time
Publicity and consultation on approved draft	By September 2011	Planning Policy assisted by the Consultation Manager	Staff time + possible limited funding from consultation budgets
Final strategy document	By November 2011	Planning Policy, through the Steering Group, to be endorsed by the A&ICP and approved by Cabinet and City Council	Staff time

A programme of sustainable actions

3.8 The actions and their individual priority and timescale will be included in a 3-year rolling programme linked with the main GI building blocks identified in the strategy document. Main likely sources of funding will include delivery mechanisms such as agri-environmental schemes, Section 106 planning agreements, public parks improvements etc and key participants, linked to the responsibilities of departments and organisations. The schedule will be rolled forward as part of the annual monitor and review of the GI Strategy. Main actions included in the programme, both in principle and in detail, will be subject to a community engagement process relevant to its scale and function involving, as appropriate, local people, schools, businesses and other interests. The actions will be assessed through a non-statutory form of sustainability

appraisal, on a similar basis to the appraisal designed for the Sunderland Strategy.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Scope the content of the document	By June 2011	Planning Policy + GI Steering Group	Staff time
Produce the action programme through community engagement, including its sustainability appraisal	By November 2011	Co-ordinated by Planning Policy assisted by Area Officers and Area Committees. Endorsed by A&ICP and approved by appropriate committees	Staff time + some funding from consultation budgets
Produce annual revisions	To follow each annual monitor	Co-ordinated by Planning Policy assisted by Area Officers and Area Committees. Endorsed by A&ICP and approved by appropriate committees	Staff time + some funding from consultation budgets

The development plan

3.9 The development plan – the Local Development Framework - will essentially: 1) identify strategic GI corridors and include spatial planning policies for the development of GI in the city through the LDF Core Strategy (a revised draft is in the process of being approved for consultation – see Appendix 2) and: 2) define in the LDF Allocations Plan the green infrastructure sites and areas to be enhanced, protected or created. The development plan strand may also include the preparation of Supplementary Planning Documents that give more detail to supplement the development plan policies and how they might be applied to new developments, including details of delivery through the development process.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Include proposed GI Corridors and related GI policies in the Revised Preferred Options for consultation	Cabinet and City Council approval of CS for consultation March 2011	Planning Policy	Staff time + LDF consultations budget
Progress the draft Core Strategy through its statutory procedures for adoption	In line with a revised Local Development Scheme	Planning Policy	Staff time
Identify and prepare GI supplementary planning documents	As appropriate	Planning Policy	Staff time

An annual monitor and review

3.10 An annual monitor and review of the strategy and actions will be undertaken, to include recommendations necessary to ensure the evolving strategy continues to be effective and successful. Some indicators of evaluating success could be: increasing % of population having the basic Accessible Natural Greenspace Standards (ANGSt) criteria met; increasing the % of sites having Country Park Accreditation/ green flag status, etc.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Identify and agree indicators for monitoring	By November 2011	Planning Policy + GI Steering group	Staff time
Produce report and recommendations	By June 2012 (first report to look back at previous financial year)	Planning Policy with information input from GI Steering Group representatives. Reported to A&ICP and relevant committees	Staff time

Publicising the Green Infrastructure Strategy

3.11 This would involve a publicity strand including use of the City Council web site and other electronic means. It should seek to not only publicise the developing strategy, including the initial approval by the City Council of this strategy framework, but also seek to engage the public and organisations to give opinions and ideas for local GI. In particular it would use a variety of means to reach local people.

ACTION	TIMETABLE	RESPONSIBILITY	COST IMPLICATION
Develop a page as part of the Sunderland web-site	By February 2011 to be in place for publication of this GI Strategy Framework	Planning Policy with Communications and ICT assistance	Staff time
Use the site as appropriate for publicity, consultation and community engagement exercises	As necessary	Co-ordinated through Planning Policy	Staff time
Media publicity as appropriate	As necessary	Planning Policy and others via Communications	Staff time

4.0 WORKING PROCEDURES, GOVERNANCE AND RESOURCES

4.1 The Green Infrastructure Strategy will be published by the Sunderland Partnership and Sunderland City Council, with its production being overseen through the Attractive and Inclusive City Partnership. Detailed work will be undertaken by the GI Steering Group. This is already in place and meets to consider the main documents, schemes and other relevant information. The steering group will report to A&ICP at key stages identified in Section 3 of this Framework. As the strategy develops from the planning stages through to detailed development and specific on-the-ground actions the composition of the steering group could change to suit the work.

4.2 It is also suggested that as the strategy develops and gains momentum consideration should be given to whether a small coordinating team (one or two officers) should be established. This would benefit the process of embedding delivery of GI in the council and LSP culture, ensuring joined-up thinking and actions as well as providing a focus for reporting.

APPENDICES

Appendix 1 – Green infrastructure literature

Appendix 2 – Timeframe matrix

Appendix 3 – Green infrastructure in the 2010 Core Strategy

Appendix 4 – Access to Natural Greenspace Standards (ANGSt)

Appendix 5 – Green Infrastructure Steering Group (at December 2010)

APPENDIX 1: GREEN INFRASTRUCTURE LITERATURE

The following literature has helped inform the preparation of this strategy framework.

NATIONAL POLICY AND STUDIES

- PPG17 Planning for Open Space, Sport and Recreation
- PPS1 Supplement “Planning and Climate Change”
- PPS3 Housing
- PPS7: Sustainable Development in Rural Areas
- PPS9 Biodiversity and Geological Conservation
- PPS12 Local Spatial Planning
- Draft PPS “Planning for a Natural and Healthy Environment”
- The Marmot Review “Fair Society, Healthy Lives” 2010
- The Royal Commission on Environmental Pollution report “Urban Environment” 2007

REGIONAL AND SUB-REGIONAL POLICY AND STUDIES

- Regional Spatial Strategy – The North East of England Plan 2008
- Durham Biodiversity Action Plan 2006
- Durham Heritage Coast Plan
- Tyne and Wear Nature Conservation Strategy 1996
- Tyne and Wear Local Transport Plan
- Groundwork - Concluding Comments: North East Community Forests and Green Infrastructure 2009
- South Tyneside Core Strategy 2007
- North East Wildlife Trusts – “Living Landscapes”
- Tees Valley Green Infrastructure Strategy

LOCAL POLICY AND STUDIES

- A Proposal for Developing a Network of Green Infrastructure 2009
- The Sunderland Strategy 2008 – 2025
- Sunderland Unitary Development Plan 1998
- Core Strategy Preferred Options 2007
- Core Strategy Revised Preferred Options 2010
- Parks Management Strategy 2004
- Allotments Management Strategy 2004
- Allotments Review 2010
- The Playing Pitch Strategy 2004 – 2011
- Sport and Physical Activity Strategy 2005
- Play and Urban Games Strategy Addendum 2010
- Football Investment Strategy
- Volunteer Strategy
- Draft Landscape Character Assessments 2006
- Economic Masterplan 2010
- LDF Green Space Topic Paper 2009
- LDF Coast and River Topic Paper 2009

- LDF Countryside Topic Paper 2009

GI GUIDANCE AND STRATEGY STUDIES

- Natural England Green Infrastructure Guidance 2009
- Natural England North East – ANGSt Standards 2009
- Natural England – Coastal Access consultation 2009
- Natural England – Coastal Access Approved Scheme 2010
- Natural England – ‘Nature Nearby’ Accessible Natural Greenspace Guidance 2010
- North West Green Infrastructure Guide
- CABI/National Housing Federation – “Decent Homes Need Decent Spaces”

APPENDIX 2: GI STRANDS TIMEFRAME MATRIX

DATE	1 GI AUDIT	2 EARLY ACTIONS	3 MAPPING	4 ACTIVITY AUDIT	5 GI DOCUMENT	6 ACTIONS PROG	7 LDF	8 ANNUAL MONITOR	PUBLICITY
12.10	Site audit complete								
1.11				Complete research and document of information					
2.11	Complete workshops	Agree draft action with Steering Group							Develop web page.
3.11		Report to A&ICP			Agree format and scope of document with SG		Corridors and policies in Core Strategy to Cabinet		
4.11	Audit analysis + GI data		Map all sites + GI functions						
5.11									
6.11	Final report to committee				Draft GI Strategy document	Scope AP programme document			
7.11									
8.11									
9.11					Publicity and consultation				
10.11								Agree indicators	
11.11					Final strategy document	Programme with input of community			
12.11									
1.12									
2.12									
3.12									
4.12									
5.12									

6.12								Produce 2011 -12 report	
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APPENDIX 3: SUNDERLAND CORE STRATEGY MARCH 2010 - GREEN INFRASTRUCTURE

Objective

18. Green infrastructure

To ensure that all homes have good access to a range of green spaces linked across the city connecting major parks, the riverside, the coast and adjoining districts

Green Space Vision

A green space vision was formulated as part of the Core Strategy community engagement work that envisages:

“Safe, clean and valued green spaces with amenities suited to local and other need, that are easily accessible to all within every neighbourhood particularly by foot and cycle and include elements of wildlife habitat especially provision of trees and also opportunities for physical activity (both informal and formal) particularly walking”.

CS1 Policy

CS1.5 Environment

b. The City Council will establish a network of green infrastructure comprised of linked open spaces and produce a strategy for its improvement that will provide an accessible context for sustainable communities and economic development sites. The interlinked green corridors will connect Sunderland’s countryside, coast, riverside and urban open spaces across the city and with neighbouring districts.

Supporting text

5.32 A network of good quality green infrastructure (GI) can assist the city in meeting several of its spatial objectives by improving land for recreation purposes, improving local access and biodiversity, assist in mitigating against climate change and enable sustainable drainage. A GI Strategy for the city will be developed to support these key objectives.

5.33 The wide variety, quality and quantity of green infrastructure in Sunderland contributes significantly towards the creation of safer, healthier and more sustainable neighbourhoods, and in turn will protect and improve citizen’s health and welfare.

5.34 The City Council seeks to complete an interconnected network of routes that enable safe and convenient movement for wildlife, walkers and cyclists. This will ensure that greenspace is easily accessible to local communities and provides a high quality environment within and around residential and other areas of the city.

CS2 Policy

The City Council will seek to ensure that Sunderland will become a more sustainable city, with a strong sense of place, by creating an attractive city with a high quality built and natural environment through:

d. Protecting and enhancing inter-district green infrastructure corridors, seeking ways of establishing links where restricted in urban areas:

- i. The coast**
- ii. The River Wear**
- iii. Green Belt and open countryside west of A19**
- iv. Northern boundary Green Belt**
- v. Part of the Coast to Coast (C2C) cycle route**
- vi. Part of the Walney to Wear (W2W) cycle route**

e. Protecting, conserving and enhancing:

- i. The varied landscape character within the city, and separate identity of its settlements, through the retention of important open-breaks and wedges within and between settlements, where possible**
- ii. Valued green infrastructure (including sites designated for their geological value) to improve its quality, integrity, community value, multi-functionality and accessibility particularly in areas of identified deficiency and to increase provision in these areas. Permission for other uses on these sites will only be acceptable if robust justification is provided**
- iii. Habitats and species identified in the Durham Biodiversity Action Plan (DBAP)**

f. Conserving and enhancing where necessary designated nature conservation sites, with inappropriate development being resisted. The degree of protection given will be appropriate to the status of the site in terms of its local, national or international importance

g. Encouraging the retention of trees which make a valuable contribution to the character of an area through Tree Preservation Orders

Supporting text

6.48 Six inter-district green infrastructure corridors within the city have been identified (as shown on the Key Diagram):

- The Coast: a corridor incorporating land and sea, offering considerable wildlife habitat. Improved access is needed to the coast at Hendon and sensitively along the full length of coast, in line with European wildlife protection status
- The River Wear: the river estuary and its banks provide a major corridor from Roker to Fatfield and into County Durham. Providing a range of habitats including semi-natural woodland. Further access and habitat creation is feasible within Central Sunderland
- Green Belt and Open Countryside west of A19: a very wide corridor of Green Belt and open countryside extending from South Hetton northwards to the River Wear and via Nissan to South Tyneside. The corridor is bisected by major roads, and narrows at Turbine Park. Limited public access exists north-south
- Northern boundary Green Belt: straddles the Sunderland and South Tyneside boundary. There is limited habitat variety and tree cover, and limited public access west of the A19. Bisected by major roads
- Part of the Coast to Coast (C2C) cycle route: a narrow corridor from Fatfield into County Durham. Exists as a national cycle route and provides a range of habitats within the former rail corridor
- Part of the Walney to Wear (W2W) cycle route: incorporates a former railway as well as open countryside west of Hetton, and extends into County Durham. The corridor,

which includes the Magnesian Limestone Escarpment, narrows in Hetton and is incomplete at the A182.

6.49 These corridors will build on the existing network, seeking to broaden the range and quality of functions that green infrastructure can bring to the city. Due to the nature of the corridors, which include private as well as public open space, not all will be accessible to the public.

6.50 Inter-district green infrastructure corridors will link Sunderland to the wider region. A strategic, though lower order of district corridors that have particular relevance to local communities will also be protected and enhanced, (see Policies CS6-10). The network of the green infrastructure corridors is shown on Figure 5.

6.51 The city has a diverse landscape, encompassing parts of two national landscape character areas, the Durham Magnesian Limestone escarpment and Tyne and Wear lowlands. The protection of the former is now the subject of study through the Limestone Landscape Partnership and also includes the Durham Heritage Coastline and River Wear Estuary. These areas require continued conservation, enhancement and protection where necessary. The main threats to these landscapes include new development, loss of key characteristics and loss of damage to wildlife habitat.

6.52 At a local level, the draft Landscape Character Assessment for Sunderland will be used in line with Natural England and Heritage Coast designations to provide sufficient protection for those areas of landscape that lie outside of nationally designated areas but which are also highly valued locally.

6.53 The broad extent of open breaks between settlements will be retained in order to support the development of green infrastructure, focus of development on urban areas and to help retain the distinct physical characteristics of local neighbourhoods within the city.

6.54 The city contains a wide diversity of green infrastructure that includes the coast, River Wear, large country and urban parks, regional and other sports facilities, wildlife habitat, allotment sites, play areas, cemeteries and churchyards and open countryside. Though overall provision of green space has improved over the last 15 years, the spatial distribution and quality of green space available remains varied especially in the older neighbourhoods in and around Central Sunderland. It is therefore important to protect valued green space from adverse development and create and enhance new green space where this will achieve higher quality value and greater distribution.

6.55 Whilst the City Council has quantified and surveyed almost all green space in Sunderland, in accordance with PPG17, its value to the local community is still to be established in detail through a survey to be undertaken in 2010. Experience and responses to LDF frontloading community engagement suggests that all but some minor areas of amenity space are valued. Where sites are deemed to be of low local value, opportunities to adopt or to dispose of some sites will be considered, provided that they will support the quantity of neighbouring greenspaces and facilities.

6.56 The City Council has successfully reclaimed a number of former industrial areas resulting in the creation of country parks and nature reserves such as those at Herrington and Hetton Lyons, while remediation of an opencast site led to the creation of Rainton Meadows Nature Reserve.

6.57 Due to the geology of the city, Sunderland has many sites of botanical interest and a variety of habitats of value to wildlife, including parts of two Natura 2000 sites, the Northumbria Coast Special Protection Area (SPA) which protects species and the Durham Coast Special Area of Conservation (SAC) which protects habitats. These sites are protected by European Union legislation and the impact of this plan on them has been considered in an 'Appropriate Assessment' in accordance with UK regulations.

6.58 There are also a further 17 Sites of Special Scientific Interest (SSSIs), 10 of which are identified for both biological and geological or geomorphic value, 68 Local Wildlife Sites and five Local Nature Reserves within the city.

6.59 The City Council will continue to work in partnership with the Durham Biodiversity Partnership for the successful delivery of the Durham Biodiversity Action Plan (DBAP) and its key targets. The DBAP will form the primary mechanism for achieving both the UK BAP targets and regional targets, within Sunderland. Local Geodiversity Action Plans are also proposed to set out action to provide a framework for the delivery of geo-conservation.

6.60 It is recognised that survey and monitoring work could identify further sites of nature conservation value during the plan period. Such sites will be identified in the Allocations DPD.

6.61 The city has an overall low level (4%) of tree cover, considerably lower than the national average (12%) and significantly lower than the average in other parts of Europe (44%). Woodlands and trees play an extremely important role in the landscape and environmental quality of an area. It is essential that tree planting continues, that both new and existing woodlands are managed and protected to facilitate the widest range of visual, recreational, wildlife and economic benefits. Tree Preservation Orders (TPOs) are particularly important in controlling the felling and pruning of trees or woodlands which make a significant contribution to the environment. New orders will continue to be made where trees of amenity value are at risk.

CS6 – Central Sunderland

f. Seeking to enhance existing spaces and create new public open spaces in the city centre

g. Maintaining the balance between development and conservation particularly in areas close to sensitive natural sites along the River Wear

Supporting text

10.27 The sub-area has a number of major open spaces and parks, such as Mowbray Park (which is identified as a historic park), Galleys Gill and Claxheugh which provide vital

areas of recreation and form part of wider green infrastructure corridors. However, the sub-area is restricted in terms of the quantity of available land to help increase provision and as such emphasis has been concentrated on improving the quality of existing spaces. The opportunity to create new open spaces and public squares in the city centre as part of large redevelopment schemes will be pursued.

10.28 A number of Local Wildlife Sites are located on the riverside and another at Galleys Gill. The Coast and River Wear are seen as a strategic asset and a great open space resource within the city, because of this there are often competing pressures/ demands on their use. It is important to protect the city's coastline and river corridor, including flora, fauna, geological features, heritage features, and architectural, historical and archaeological areas of interest, whilst extending the opportunities for recreational, educational, sporting and tourist activities.

CS7- South Sunderland

CS7.4 Environment

The City Council will seek to protect and enhance the natural and built environment of the area through the following measures:

- a. Protect and enhance district green infrastructure corridors:**
 - i. Barnes Park – A19 to Eden Vale**
 - ii. Stephenson Trail – River Wear to A690/A19**
 - iii. Ryhope to Silksworth – coast to Silksworth Recreation Centre**
 - iv. Cherry Knowle to Venerable Bede and Mill Hill**
 - v. Burdon and Ryhope Dene**
 - vi. Ashbrooke to the Port- via Mowbray Park**
 - vii. Ashbrooke to Tunstall Hills**
 - viii. Claxheugh to Silksworth - via King George V park**
- b. Maintain balance between recreation and conservation particularly in areas close to sensitive natural sites along the Coast and River Wear**

Supporting text

11.14 Green space is at a premium in much of the sub-area due to the densely built-up nature of the area. Residential communities on the periphery are separated by open breaks and wedges which preserve their distinct identities.

11.15 Eight district green infrastructure corridors have been identified in South Sunderland:

- i. Barnes Park:** the park, and its extensions form a linear corridor into the heart of the urban area. It has limited habitat variety, limited tree cover and is bisected by roads
- ii. Stephenson Trail:** the trail provides a narrow corridor through the centre of Sunderland, again bisected by roads, and links to Silksworth Recreation Centre
- iii. Ryhope–Silksworth:** this settlement break provides a range of habitats and links into Tunstall Hills. Ryhope Road and the Southern Relief Road provide connectivity barriers

- iv. Cherry Knowle-Venerable Bede-Mill Hill: provides two narrow settlement breaks between Mill Hill, Silksworth and Tunstall Bank, offering limited habitat variety and tree cover. Allotments at Silksworth provide a partial connectivity break
- v. Burdon-Ryhope Dene: this corridor includes neighbouring farmland, and is mostly within Green Belt. Includes ancient semi-natural woodland
- vi. Ashbrooke to the Port: an incomplete link between Ashbrooke and the Port, utilising private gardens and school playing fields and linking to Backhouse and Mowbray Parks
- vii. Ashbrooke to Tunstall Hills: an incomplete link incorporating Southmoor and Hill View school playing fields. Limited habitat variety and tree cover
- viii. Claxheugh to Silksworth: an incomplete link incorporating King George V Park and connecting to the River Wear. The link has greater potential as a cycling corridor. Bisected by major roads.

11.16 The City Council, in association with partners and developers, will seek to ensure every corridor offers high quality, accessible and locally valued functions, thereby providing multiple benefits for both people and wildlife in the area.

11.17 The Coast and River Wear are seen as a strategic asset, and are a great open space resource within the city, often with competing pressures/ demands on their use. It is important to protect the city's coastline and river corridor, including flora, fauna, geological features, heritage features, and architectural, historical and archaeological areas of interest, whilst extending the opportunities for recreational, educational, sporting and tourist activities.

CS8-North Sunderland

CS8.4 Environment

The City Council will seek to protect and enhance the natural and built environment of the area through the following measures:

- a) **Maintain the balance between recreation and conservation particularly in areas close to sensitive natural sites along the Coast and River Wear**
- b) **Protect and enhance district green infrastructure corridors:**
 - i. **Fulwell Quarries to River Wear- via Thompson Park**
 - ii. **A19 Corridor – Town End Farm to North Hylton**

Hylton Dene – A19 to Hylton Park

Supporting text

12.10 The Coast and River Wear are seen as a strategic asset and a great open space resource within the city; because of this there are often competing pressures/ demands on their use. It is important to protect the city's coastline and river corridor, including flora, fauna, geological features, heritage features, and architectural, historical and archaeological areas of interest, whilst extending the opportunities for recreational, educational, sporting and tourist activities.

12.11 Three district green infrastructure corridors have been identified in North Sunderland:

- i. Fulwell Quarries to River Wear: an incomplete link incorporating Thompson Park. Monkwearmouth provides a major connectivity barrier. Varied wildlife habitat
- ii. A19 Corridor: a narrow woodland shelter belt along the east of the A19 from Town End Farm to North Hylton. Very limited public access. The A1231 forms a major barrier
- iii. Hylton Dene: a well-wooded corridor from the A19 through Hylton Dene to the River Wear. The A1231 again forms a major barrier.

12.12 The City Council, in association with partners and developers, will seek to ensure every corridor offers high quality, accessible and locally valued functions, thereby providing multiple benefits for both people and wildlife in the area.

12.13 North Sunderland has a varied landscape including areas of arable land, parkland, Magnesian Limestone Grassland, semi natural woodlands, sandy beaches and riverbanks. The area faces pressure from residential developments, as well as public pressures, and it is therefore vital that the City Council continues to protect the natural beauty of these areas and enhancing features where possible.

CS9 Washington

CS9.4 Environment

The City Council will seek to protect, conserve and enhance the natural and built environment of the area through the following measures:

- a) **Protect and enhance district green infrastructure corridors:**
 - i. **Springwell Village and A194M**
 - ii. **Princess Anne Park and A195**
 - iii. **A194(M) to Washington Village and River Wear**
- b) **Ensure commercial and residential development do not impact on the rural character of the north bank of the River Wear**

Protect the distinct identity of Washington New Town, protecting landscaped areas and open space from development; requiring new development to achieve and maintain the high standard of landscaping within the New Town; maintaining the separation of residential villages from other uses.

Supporting text

13.15 There is an extensive amount of high quality green infrastructure in Washington, three district green infrastructure corridors have been identified:

- i. Springwell Village-A194(M): open countryside (protected as Green Belt) forms a corridor along the west side of the A194(M), providing limited habitat variety. The corridor has limited public access and also narrows at Peareth Hall Road
- ii. Princess Anne Park and A195: a narrow corridor of grass verges and trees surround the A195 from Follingsby to Washington Village. Private gardens enable the link to connect to Glebe Park and Princess Anne Park, which then links to the River Wear
- iii. A194(M) to Washington Village and River Wear: an incomplete corridor extends from Donwell to Albany Park, Glebe Park and the River Wear. Numerous roads provide major barriers to overall connectivity.

13.16 The City Council, in association with partners and developers, will seek to ensure every corridor offers high quality, accessible and locally valued functions, thereby providing multiple benefits for both people and wildlife in the area.

13.17 Areas of Green Belt are allocated North of the River Wear aiming to protect the attractive rural nature of the riverside, emphasise the separation of uses between Fatfield and the Pattinson Industrial Estate and further prevent Fatfield from encroaching into the Wear Valley.

13.18 Washington has unique design characteristics, such as inter-village walkways, the separation of potentially conflicting land uses and the provision of substantial landscaping, particularly between main roads and residential areas. Where development or redevelopment takes place, proposals should respect the planning characteristics of town. The town has one conservation area, Washington Village.

CS10 Coalfield

CS10.4 Environment

The City Council will seek to protect, conserve and enhance the natural and built environment of the area through the following measures:

- a) Protect and enhance district green infrastructure corridors:**
 - i. Leamside Line- Victoria Viaduct to Rainton Meadows**
 - ii. Central Route – Shiney Row to Rainton Meadows**
 - iii. Herrington Burn – Herrington Country Park to Lambton Country Park**
 - iv. Lambton Colliery Railway – Philadelphia to Lambton Country Park**
 - v. Houghton Colliery Railway – Success to Houghton town centre**
 - vi. Rough Dene Burn – Hetton Bogs to Copt Hill**
 - vii. Hazard Railway – Low Moorsley to Rainton Bridge**
 - viii. Rainton Bridge and Hetton Park**
 - ix. Southern Boundary – Pittington to Snippersgate**
- b) Pursue greater protection of agricultural land in nationally important landscape of the Magnesian Limestone Escarpment, in the southern Coalfield from inappropriate development**
- c) Measures to promote and preserve the Coalfield’s distinct identity and cultural heritage will be supported**
- d) No development will be permitted that could cause unnecessary sterilisation of Eppleton Quarry**
- e) Develop Herrington Country Park as a regional outdoor events area.**

Supporting text

14.16 There is an extensive amount of high quality green infrastructure in the Coalfield, nine district green infrastructure corridors have been identified:

- i. Leamside Line:** a corridor with varied habitat either side of the railway line linking the River Wear to Rainton Meadows. The corridor links into Lambton Country Park. Bisected by major roads
- ii. Central Route:** a settlement break and floodplain between Houghton and Fence Houses, scheduled to include a new road (the Central Route). Habitat variety and tree cover could be improved

- iii. Herrington Burn: an incomplete corridor between Herrington and Lambton Country Parks, via Herrington Burn. The A182 provides a major barrier to the corridor
- iv. Lambton Colliery railway: an incomplete and narrow corridor along the former railway. Philadelphia Workshops provide a major barrier to the corridor
- v. Houghton Colliery Railway: the former railway corridor provides a link from Lambton to Houghton town centre. The A182 provides a barrier from the corridor to the Green Belt to the east
- vi. Rough Dene Burn: a settlement break with limited public access exists between Houghton and Hetton, following the burn. The A182 provides a barrier to the corridor
- vii. Hazard Railway: open countryside that includes the former railway, extending from Low Moorsley to Rainton Bridge. The A690 separates the corridor from Rainton Meadows
- viii. Rainton Bridge and Hetton Park: a corridor along the Rainton Burn extends through Hetton Bogs and Hetton Park and on to Hetton School. This corridor offers considerable habitat variety
- ix. Southern Boundary: open countryside along the city boundary forms a corridor between Pittington and Snippersgate, south of Easington Lane. Habitat variety and public access is limited

14.17 The City Council, in association with partners and developers, will seek to ensure every corridor offers high quality, accessible and locally valued functions, thereby providing multiple benefits for both people and wildlife in the area.

14.18 The Coalfield has the widest variety of habitat as the Magnesian Limestone gives way to the acidic Tyne and Wear Lowlands. The countryside in the south and the east of the area does not have any specific policy protection, though studies by The Limestone Landscape Partnership recognises the quality of the landscape here and its importance for biodiversity. The Magnesian Limestone Escarpment is the city's most significant geodiversity and biodiversity asset and therefore should be protected from development that may result in its unnecessary erosion or disfigurement.

14.19 The Coalfield has a rich and varied historic environment and includes the ancient townships of Houghton-le-Spring and Hetton-le-Hole. The current urban form has largely been shaped by the development of the mining industry; as a result the area includes many settlements, each with their own identity. It is important the individual identity of each is retained and enhanced. New developments should be well integrated into existing settlements, ensuring settlements and villages do not just become commuter areas, thereby sustaining services and facilities.

14.20 Four Mineral Safeguarding Areas have been identified in the Coalfield. Extraction at Warden Law, Great Eppleton and Pittington Hill could have consequences for the city's Green Belt and open countryside. Both of the city's operational quarries, Hetton Moor House Farm and Eppleton Quarry, are located in the Coalfield.

14.21 The former Herrington Colliery has been reclaimed and developed into Herrington Country Park. It is home to various outdoor events and features one of the largest open-air

concert sites in the North East. It will be further developed as a premier regional outdoor events area with the capacity to stage large functions.

Fig. 5 Policy CS1 - Green Infrastructure Corridors



APPENDIX 4: ACCESS TO NATURAL GREENSPACE STANDARDS (ANGSt)

Extracts from “Nature Nearby” published by Natural England 2010.

A proxy measure when mapping naturalness

The definition of natural space within ANGSt is “*places where human control and activities are not intensive so that a feeling of naturalness is allowed to predominate*”. When using this definition, actually deciding at which point a feeling of naturalness predominates may be difficult to determine, and it can be argued that there is considerable room for interpretation. Therefore, in practice some form of proxy for a feeling of naturalness will be necessary, particularly where GIS is used for identifying accessible natural greenspace. Recent research by Aleksandra Kazmierczak of Salford University has used land use categorisation as a proxy measure for naturalness, creating a four stage rating. All land should be mapped to indicate its naturalness using the four levels below:

Level 1

- Nature conservation areas, including sites of special scientific interest (SSSI)
- Local sites (including local wildlife sites, regionally important geological sites – RIG)
- Local nature reserves (LNR)
- National nature reserves (NNR)
- Woodland
- Remnant countryside (within urban and urban fringe areas).

Level 2

- Formal and informal open space
- Unimproved farmland
- Rivers and canals
- Unimproved grassland
- Disused/derelict land, mosaics of formal and informal areas scrub etc
- Country Parks
- Open access land

Level 3

- Allotments
- Church yards and cemeteries
- Formal recreation space

Level 4

- Improved farmland

Accessible Natural Greenspace Standard

Access to the natural environment through local green spaces varies widely across the country, and even within a single local authority area. ANGSt aims to address this by setting a range of accessibility standards for natural sites and areas within easy reach of people’s homes. A broad view is adopted on what constitutes ‘[natural](#)’. Natural does not necessarily mean it has to be rare or notable enough to be designated. Users will find nature in wildlife, open landscapes, seasonal changes and places of tranquility.

ANGSt recommends that everyone, wherever they live, should have an accessible natural greenspace:

- of at least 2 hectares in size, no more than 300 metres (5 minutes walk) from home;
- at least one accessible 20 hectare site within two kilometres of home;

- one accessible 100 hectare site within five kilometres of home; and
- one accessible 500 hectare site within ten kilometres of home; plus
- a minimum of one hectare of statutory Local Nature Reserves per thousand population

ANGSt is based on three principles:

- a) Improving access.
- b) Improving naturalness.
- c) Improving connectivity.

a) Improving access

Improving access, and the distance thresholds used in the Standard, is based on what we know of people's behaviour. We know for example that the majority of parents are unwilling to allow their children to be unaccompanied more than 300m from home. Although local circumstances may lead to variations on this distance, adopting this as a standard would ensure that the majority of children do have a natural space near their home, which they are able to use freely. These distance requirements are set at a level that takes into account the need for local spaces, as well as larger strategic spaces. Because ANGSt takes a broad view of what constitutes natural greenspace, the requirements can be met through a wide range of different types of space, from local parks, greenways and footpaths, areas set aside for sustainable urban drainage systems, woodland and heathland. The 300 metre and 2 km standards are valuable standards to apply for new housing developments, growth areas, and in the master planning process.

Natural England has piloted a number of projects that improve access to the natural environment and people's connection to it. Some site examples are provided in [Annex 6](#).

Accessibility should not only be seen in terms of distance from people's houses and access into and within a site. People need to know where their local green spaces are, and should feel comfortable in using them. This requires active management and promotion by taking all reasonable means to deal with any physical and social barriers that there may be to their use. Managers need to comply with the requirements of the Disability Discrimination Act (DDA 1995), which makes it unlawful to discriminate against anyone on the grounds of his or her disability. It does not outline specific standards but requires that reasonable provision should be made. Public bodies should positively promote equality of access. This means that all those responsible for providing access to accessible greenspace and the wider countryside must justifiably consider provision for disabled people across a whole range of services including physical access, information, interpretation and signage. Undertaking an Equality Impact Assessment will help to ensure that green spaces are planned to accommodate all potential users whatever their age, ability or cultural background and will help to identify any barriers to access, both physical and psychological.

b) Improving naturalness (and biodiversity)

Many locally accessible spaces, through their nature, layout and the way that they are managed, may not offer a very wide range of biodiversity. There are ways in which habitat improvement can be achieved in green space areas that are not rich in biodiversity. Opening culverts, naturalising streams, creating meadow areas on slopes, wild flower planting, and differential mowing around the edges of open spaces are just some of the improvements that can be made to improve biodiversity. Involving local people and schools in improving the wildlife value of open spaces will be important in making these areas richer and encouraging local ownership. It will also help to meet the Biodiversity Duty for Local Authorities (NERC Act, Section 40) and achieve National

Indicator targets (NI197) for local sites. This is a duty placed on local authorities to establish systems, in partnership with others, incorporating biodiversity considerations into authority-wide services and functions. It requires that local authorities are able to demonstrate their achievements in this respect. Further guidance can be found in [How to encourage biodiversity in Urban Parks](#) published by CABE Space and in the Town and Country Planning Association document: [Biodiversity by Design – a guide for Sustainable Communities](#).

c) Improving connectivity

Providing a welcoming atmosphere to all visitors to accessible natural greenspace, from a range of ethnic and cultural backgrounds, will provide opportunities for individuals and communities to engage and connect with their local environment. It can provide a focus for educational activity, community events and social activities. Engaging with the environment can be at a variety of levels. Opportunities will depend on how spaces are designed and managed and on a range of active interventions, for example:

- Encouraging users to develop an affinity with a familiar area and enjoy the changes that the seasons bring
- Through active interpretation
- Providing information and opportunities to give feedback through social networking
- Encouraging participation in events such as guided walks
- Giving people the opportunity to volunteer and become involved in management decisions, maintenance and activities

Engagement can lead to involvement and both can increase awareness and understanding of the natural environment. Green spaces should be managed, where possible, for multi-functionality both within a site and across a number of sites serving a neighbourhood. Green spaces may, for example, provide opportunities to play, exercise, relax and enjoy being outdoors, alongside grazing land, shelter belts and bio-fuel production. Getting the balance right between these elements demands spaces of the right size, design and management regimes.

Natural England's position on access is based on the belief that:

- There should be provision of the widest range of access opportunities for people of all abilities, ages, ethnic groups and social circumstances to actively engage in, value and enjoy the natural environment
- Access opportunities should aid healthy activity and be integral to people's daily lives particularly close to where they live
- Access should contribute to achieving the transition to a low carbon economy by encouraging sustainable leisure use. Integrating people with landscape and wildlife is an essential outcome for all our work

APPENDIX 5: GREEN INFRASTRUCTURE STEERING GROUP (AT DECEMBER 2010)

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ENVIRONMENT AND ATTRACTIVE SCRUTINY COMMITTEE

14 FEBRUARY 2011

REPORT OF THE EXECUTIVE DIRECTOR FOR CITY SERVICES

PUBLIC CONVENIENCES

1.0 PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to inform members about the current provision of public toilets in the City and how the scale and method of provision may need to adapt in response to the changing financial and other circumstances since the last report on the issue in April 2010.

2.0 BACKGROUND

- 2.1 Local authorities have a power, rather than a duty, to provide public toilets. The 1936 Public Health Act gives local authorities the right to build and run public conveniences if they so wish, but it does not require them to do so. There is no legislative requirement either to cleanse the toilets or to maintain them in a good state of repair.
- 2.2 The provision of public toilets is therefore an entirely discretionary service for Councils. Despite the lack of legislative duty, historically most local authorities have provided public toilets. The need for public toilets can be made from a number of perspectives including:
- meeting a universal and basic requirement;
 - giving groups in society the confidence to be out and about; and
 - supporting tourism.
- 2.3 Conversely, public toilets can attract crime / anti-social behaviour and represent a significant financial burden on local authorities particularly in respect of bringing aged toilets to up an acceptable standard (most of the public toilets in towns and cities are between 50 and 100 years old), particularly in respect of the Disability Discrimination Act. Whilst some of the existing public conveniences are well used, others are not and may not represent value for money.
- 2.4 According to Government figures there is a continuing downward trend in the number of public toilets being provided as a direct consequence of these challenges.
- 2.5 The Head of Streetscene manages the budget for public conveniences. This budget covers costs for staff, cleaning and utilities. There is no budget provision for structural maintenance, refurbishment or new development within the scope of the Attractive and Inclusive Portfolio. Public conveniences were identified in the initial scope of the corporate Facilities Management Review in autumn 2010. It was subsequently removed from the scope of the review in late December 2010. Therefore there are no plans currently in place to review the provision of public conveniences.

3.0 CURRENT PROVISION IN THE CITY

- 3.1 The scale of provision in the City has followed the national trend with the number of public conveniences reducing over time. Public conveniences are currently provided at the following locations:

Area	Location
North	Dene Lane Park Parade Southwick Green Harbour View South Bents Marine Walk Cat and Dog Steps Sea Lane
East	City Centre - Park Lane City Centre - Transport Interchange
West	Barnes Park
Coalfield	Easington Lane Hetton Town Centre
Washington	Concord Bus Station Fatfield – Bonemill Lane Columbia - Westwood Gardens

- 3.2 During 2010/11 the toilets at Kayll Road have remained closed because of the condition of the building. The toilets on Newcastle Road are now closed and to be demolished to allow for an improvement scheme to Thompson Park funded by SIB grant from the Area Committee.
- 3.3 Whilst the resort area through Roker and Seaburn is comparatively well provided, the potential for refurbishing existing or possibility providing new facilities is being explored as part of the regeneration plan for the area.
- 3.4 It is unlikely the Council will be able to fund the development of public conveniences directly, although this may be possible where external grant funding can be accessed or where they can be provided as part of major new development. It is also unlikely in the current and foreseeable financial conditions that the Council's ability to fund the maintenance and upgrade of existing facilities will change. This may further reduce the number of public conveniences provided. In these circumstances, work will be undertaken to explore a less costly alternative method of meeting demand for public conveniences.

4.0 MEETING DEMAND THROUGH ALTERNATE PROVISION

- 4.1 A task and finish group with Members of the Coalfields Area Committee is currently working on the development of a community toilet scheme for the centre of Houghton-le-Spring. This is in response to a perceived high demand from residents and the lack on any Council operated public conveniences. The

Task and Finish group recognised that the cost of developing a new facility would likely be prohibitive, but that a community toilet scheme involving existing occupiers of properties in the town centre in a formal partnership could offer a workable alternative.

- 4.2 Such community toilet schemes have been operating successfully in a number of local authorities, notably Richmond upon Thames. The scheme works by local businesses including pubs, restaurants and shops making their toilets available to the public during premises opening hours without the need to make a purchase. Premises are identified by a sticker on the window also indicating the type of toilet facilities available, with signposts in the street directing the public to them. In Richmond, businesses receive a small annual payment from the Council as a contribution towards additional expenses incurred through extra usage. The business will also benefit from additional patronage, which is another incentive to participate.
- 4.3 The centre of Houghton has been surveyed to identify premises with toilets which, in principle, may wish to participate. The Area Response Manager will be tasked with continuing the project by contacting the relevant local businesses and constructing a detailed proposal for the Area Committee - which will need to include a significant public awareness programme, possibly using mobile phone technology to signpost users to participating premises.

5 RECOMMENDATIONS

- 5.1 That the Committee receives a further report on the outcome of the Community Toilets pilot in Houghton le Spring and its potential for wider application across the City.
- 5.2 That the Committee receives a further report on the usage of existing public conveniences to inform discussion on future provision.

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ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE

14 FEBRUARY 2011

FORWARD PLAN – KEY DECISIONS FOR THE PERIOD 1 FEBRUARY 2011 – 31 MAY 2011

REPORT OF THE CHIEF EXECUTIVE

Strategic Priorities: SP5 - Attractive and Inclusive City

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

1. PURPOSE OF THE REPORT

- 1.1 To provide Members with an opportunity to consider those items on the Executive's Forward Plan for the period 1 February 2011 – 31 May 2011 which relate to the Environment and Attractive City Scrutiny Committee.

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 Forward Plan) 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.
- 2.3 To this end, it has been agreed that, the most recent version of the Executive's Forward Plan should be included on the agenda of each of the Council's Scrutiny Committees. The Forward Plan for the period 1 February 2011 – 31 May 2011 is attached as **Appendix 1**.

3. CURRENT POSITION

- 3.1 Following member's comments on the suitability of the Forward Plan being presented in its entirety to each committee it should be noted that only issues relating to the specific remit of the Environment and Attractive City Scrutiny Committee are presented for information and comment.
- 3.2 For members information the remit of the Environment and Attractive City Scrutiny Committee is as follows:-

Building Control, Unitary Development Plan, Place Shaping, Local Transport Plan, Coast Protection, Cemeteries and Crematorium, Grounds Maintenance, Flood Risk, Highways Services and Street Scene, Waste and Recycling, Allotments.

- 3.3 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. RECOMMENDATIONS

- 4.1 To consider the Executive's Forward Plan for the period 1 February 2011 – 31 May 2011

5. BACKGROUND PAPERS

None

Contact Officer : Sarah Abernethy 0191 561 1230
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Forward Plan: Key Decisions from - 01/Feb/2011 to 31/May/2011

Items which fall within the remit of the Environment and Attractive City Scrutiny Committee

No.	Description of Decision	Decision Taker	Anticipated Date of Decision	Principal Consultees	Means of Consultation	When and how to make representations and appropriate Scrutiny Committee	Documents to be considered	Contact Officer	Tel No
01483	To approve the 2009/2010 based LDF Annual Monitoring Report (AMR)	Cabinet	09/Mar/2011	Head of Law and Governance, Director of Financial Resources	Circulation of draft cabinet paper	To the contact officer by 21 February - Environment and Attractive City Scrutiny Committee	Cabinet Report	Neil Cole	5611574
01484	To approve the Local Development Framework Core Strategy revised preferred option for public consultation.	Cabinet	09/Mar/2011	Head of Law and Governance, Director of Financial Resources	Circulation of draft cabinet paper	To the contact officer by 21 February - Environment and Attractive City Scrutiny Committee	Core Strategy revised Preferred Option	Neil Cole	5611574
01412	To approve the procurement of specialist vehicles to be used in the waste and cleaning service.	Cabinet	09/Mar/2011	Procurement; Appropriate Chief Officers; Portfolio holder for Attractive and Inclusive City	Report; Briefings	Via Contact Officer by 21 February - Environment and Attractive City Scrutiny Committee	Report	Les Clark	5614540
01403	To consider the outcome of Public Consultation (March - June 2010) in relation to the Accessible Bus Network Design Project	Cabinet	09/Mar/2011	Portfolio Holder for Attractive and Inclusive City; Nexus; Appropriate Chief Officers	Briefings; Meetings; e-mails	Via the contact officer by 21 February - Environment and Attractive City Scrutiny Committee	Cabinet Report	Bob Donaldson	5611517

**ENVIRONMENT AND ATTRACTIVE CITY
SCRUTINY COMMITTEE
WORK PROGRAMME 2010-11**

**14 FEBRUARY
2011**

REPORT OF THE CHIEF EXECUTIVE

Strategic Priorities: SP5 Attractive and Inclusive City

**Corporate Priorities: CIO1: Delivering Customer Focused Services, CIO4:
Improving partnership working to deliver 'One City'**

1. PURPOSE OF THE REPORT

- 1.1 The report attaches, for Members' information, the current work programme for the Committee's work during the 2010-11 Council year.
- 1.2 The work of the Committee in delivering its work programme will support the Council in achieving its Strategic Priorities of Attractive and Inclusive City, support delivery of the related themes of the Local Area Agreement, and, through monitoring the performance of the Council's services, help the Council achieve its Corporate Improvement Objectives CIO1 (delivering customer focussed services) and CIO4 (improving partnership working to deliver 'One City').

2. BACKGROUND

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

3. CURRENT POSITION

- 3.1 The work programme reflects discussions that have taken place at the 17 January 2011 Scrutiny Committee meeting. The current work programme is attached as an appendix to this report.

4. CONCLUSION

- 4.1 The work programme developed from the meeting will form a flexible mechanism for managing the work of the Committee in 2010-11.

5 RECOMMENDATION

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

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ENVIRONMENT AND ATTRACTIVE CITY SCRUTINY COMMITTEE WORK PROGRAMME 2010-11

REASON FOR INCLUSION	JUNE 17.6.10	JULY 12.7.10	SEPTEMBER 20.9.10	OCTOBER 18.10.10	NOVEMBER 15.11.10	DECEMBER 13.12.10	JANUARY 17.01.11	FEBRUARY 14.02.11	MARCH 14.03.11	APRIL 11.04.11
Cabinet- Referrals and Responses			Response to the 09/10 Policy Reviews – 20mph Zones and Allotment Provision							
Policy Review	Policy Review and Work Programme Report (HL)	Scoping Report (HL)	Setting the Scene (Chris Alexander/Jane Peverley) Legible City (Chris Alexander)	Tourism and Marketing in Sunderland Policy Review 09/10 (Cllr M Mordey) Approach to the Review (CB)	Policy Review Progress Report (HL) Economic Masterplan (Vince Taylor)	Policy Review Progress Report (HL) Partnership Approach to Sunderland 'the Place' (Sam Palombella, Chair of the Attractive and Inclusive Thematic Partnership) Policy Review Costs (HL)	Policy Review Progress Report (HL) Reputation and Influencing Programme (Deborah Lewin) Evidence from the Media (Rob Lawson, Sunderland Echo) Written evidence from the BBC (HL)	Policy Review Progress Report (HL) World Cup Bid DVD (HL)	Policy Review: Draft Final Report (HL)	Policy Review: Final Report (HL)
Performance			Performance Q1 (Mike Lowe)			Performance Q2/ Policy Review Progress (Mike Lowe/HL)				Performance Q3/ Policy Review Progress (Mike Lowe/HL)
Scrutiny	Household Alterations & Extensions Planning (Allan Jones) Strategic Housing Land Availability Assessment (Neil Cole) Request to attend - Centre for Public Scrutiny 8 th Annual Conference (HL) Forward Plan (SA)	Condition of Fawcett St (Keith Lowes) Planning Application Consultation Process (Keith Lowes) Highways Maintenance (Les Clark) Alterations No 2 - Strategic Planning Document (Article 4 Plan) (Neil Cole) Work Programme (SA) Forward Plan (SA)	Update on Bus Strategy (B Garner, Nexus) Streetlighting (CE Electric) Feedback from the Annual CfPS Scrutiny Conference (HL) Work Programme (SA) Forward Plan (SA)	Seaburn Masterplan (KL) Local Transport Plan 2011-2021 (KA) Poverty of Place Visit (SA) Work Programme (SA) Forward Plan (SA)	Flood Planning (Barry Frost) Ryhope Village Conservation Area Character Appraisal and Management Strategy (Mark Taylor) Work Programme (SA) Forward Plan (SA)	Work Programme (SA) Forward Plan (SA)	Local Development Framework – Annual Update (Neil Cole) Work Programme (SA) Forward Plan (SA)	Public Conveniences (Les Clark) Green Infrastructure Strategy (Keith Lowes) Work Programme (SA) Forward Plan (SA)	Draft Scrutiny Annual Report (HL) Work Programme (SA) Forward Plan (SA)	Street Lighting Annual Update (Graham Carr/Aurora) Waste Management (Peter High) Scrutiny Annual Report (HL) Work Programme (SA) Forward Plan (SA)

CCFA/Members items/Petitions										
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