

## Sunderland Economic Leadership Board Meeting, 31 July 2017

What We Discussed	What We Decided
Vibrancy Result Group	The Business Improvement District team (BID) are leading a pilot on the visitor experience and welcome to the city. The council is also managing a core team of 350 volunteers who will support major events in the city. Work has begun on the 12 <sup>th</sup> edition of the Vibe magazine and the weekly digital newsletter has been well received. Key topics being worked on include Christmas, a new markets offer for the city, Restaurant Week and the forthcoming Tall Ships.
Infrastructure and Investment Result Group	The group is working on a City Centre Vision document using workshop events involving Sunderland Culture and Sunderland Young Urbanists. A bid to the National Productivity Investment fund for a PhD student to research projects focussing on the city centre had been unsuccessful but work is continuing on that theme. The group are also looking at proposals to take forward 'special spaces' projects.
Sector Growth Result Group	Job creation figures by sector for 2015-2017 show that just under 5000 jobs have been announced with more in the pipeline. Over the period of the 3, 6, 9 Vision it is projected that 20,000 jobs will be created. The Board were advised that the biggest announcements were in the financial sector but that we are on track to meet the targets set out in the Vision. It was proposed that it would be useful to carry out a piece of work that highlighted what research was happening throughout the city. <b>The Board agreed to carry out this work.</b>
Post General Election Briefing	The Board received a report providing an analysis of what policy development there had been since the General Election and what had been included in the Queens Speech on 21 June. Within the non-legislative programme the Government have pledged money to create more school places and additional spending in the technical education system to increase the hours in learning and work placements. The national living wage is to be increased and a number of proposals are to be brought forward around new homes being built.
Strategic Transport Investment and Regeneration Opportunities	An overview of schemes currently planned for the city was provided. The presentation covered the New Wear Crossing, other sections of the Sunderland Strategic Transport Corridor and the Northern Gateway.
International Strategy	The Board received the International Strategy Annual Report 2016/17. The strategy is based around 5 key areas: attracting and retaining investment and supporting business growth; including an international dimension in the city's educational and cultural activities; sharing good practice with cities facing similar challenges; influencing EU policy and legislation; and raising the city's profile. With regard to the city's economy, activity had been focused in supporting existing and new inward investors, supporting city businesses to access overseas markets and supporting an international dimension to vibrancy. Overseas companies originating in 21 countries employ 25,700 people in the city and there have been 14 investment projects in the city during 2016/2017 by overseas owned companies which had generated 290 new jobs and £16m of capital investment. <b>The Board Agreed the proposed work programme for 2017/2018.</b>
Next meeting: Wednesday 4 October 2017	