

Sunderland Economic Leadership Board Meeting, 4 October 2017

What We Discussed	What We Decided
Sunderland’s Business Improvement District – 4 years in	The Board received a presentation on the Sunderland BID to highlight its successes and what is planned for the future. Sunderland College are working with the BID to give the city centre a clean-up over 3 days in October. The project will involve tackling some of the Physical Infrastructure Groups list of 100 quick fixes that have been identified for the city centre. Over 3000 students will participate; work will include cleaning, photography, painting, communications, weeding, brand digital and event management. This will support the Christmas programme that includes Christmas light switch on, ice rink and Christmas market. The BID is also planning for its renewal over the next 11 months.
Innovation In Sunderland – Draft Specification	Consideration has been given to commissioning expert consultancy support to develop a Sunderland Innovation Plan. Building on Economic Leadership Board (ECLB) discussions a specification has been produced and circulated. The commission aims to fully understand the current innovation landscape to inform practical steps required to make a transformational change in the city. The Board agreed to start the procurement procedure and to set up a task and finish group.
Realising the 3, 6, 9 Vision – Performance Metrics	A set of performance measures has been established which provides an overview of what progress is being made against each Result Group. Between the years of 2015 and 2024 the vision aspires to support the creation of 20,000 new jobs in the city; secure £1bn of economic investment and achieve a total additional Gross Value Added (GVA) of £1.8bn. Over the coming months work will be carried out with the result groups to identify the measures they would like to include in the overall ECLB Performance Framework.
Vibrancy Result Group Update	The Vibrancy Group’s main objective is to change perceptions and raise aspirations, promoting Sunderland as a modern, vibrant and welcoming city. The group are involved in marketing groups which are being held regularly where partners can get workshop ideas that can contribute to the developments in the city. They have produced 38 newsletters and 3 editions of the Vibe Magazine this year. Other marketing materials that are being updated include city fact cards and the food and drink guide.
Physical Infrastructure (and Investment) Result Group	Joint working is going ahead with the Vibrancy and Sector Skills groups. There are workshop events progressing with Sunderland Culture - Team 21 and the Young Urbanists. Outcomes of the workshops are being fed into the city centre vision. Further workshops are to be arranged for Sunderland University and College, BID members, Sunderland Business Group, Public Transport Companies and Sunderland Youth Parliament.
Sector Growth Result Group	<p>The NELEP have invited applications to run projects to address the digital skills challenges and opportunities in the North East. Element 1 was for Digital Skills for Digital Jobs which would support more people in the digital sector and provide opportunities for job progression and development. Element 2 is to deliver activity to support wider digital skills development across industries.</p> <p>DCMS have announced the North Cultural Regeneration Fund which is a £15m fund to help the North of England build a “lasting regional legacy” from the upcoming ‘Great Exhibition of the North’. Expressions of interest were required by 5 October and applications will be assessed prior to national submission at the end of November 2017.</p>
Next meeting: Wednesday 6 December 2017	