

**Why bring your event
to Sunderland?**



The coastline at Sunderland

Introduction

If you are looking for somewhere to hold your next event, Sunderland could just be the perfect place.

We are a vibrant city with hundreds of events held here each year. From small community fun days to major music festivals, historical re-enactments to national sporting events, the city is alive and constantly offering up surprises and opportunities to see and do every week of the year.

No matter the venue requirement for your event and your individual event needs, be it large or small, from being a small community group to large national organisation, we have a wide range of amazing outdoor spaces and modern, state of the art indoor spaces across the city, that have been tried and tested to guarantee you a perfect event.

We offer very competitive hire rates, and have fantastic transport links to move people around the city and to bring in visitors from the wider region, and you will be working with a dedicated professional events team that will be with you every step of the way to ensure your event is a huge success.

Sunderland

Sunderland is a welcoming, bustling city set right on the coast and at the mouth of the River Wear. We are an energetic and ambitious city undergoing significant transformation and economic regeneration. It has a global reputation as a welcoming and inclusive place in which to live, work, invest and play.

We have wide blue flag sandy beaches, acres of green open spaces and green flag award winning parks. Add to that a fascinating history, outstanding sporting attractions and a family-friendly programme of annual events and festivals.

Our experience of hosting and managing large scale events is growing year on year, and our ever evolving city allows us to host a larger variety of events than ever before.





The Red Arrows at Sunderland Airshow

Previous and current annual events and visitor numbers:

| Event | Attendance | Location | Date | Delivery organisation |
|---|--------------------|---|--------|--------------------------------------|
| Sunderland Airshow | 400,000 | Seafront | Annual | Sunderland City Council |
| Sunderland Run Weekend | 5,000 participants | City centre start | Annual | Sunderland City Council and partner |
| Let's Rock | 10,000 | Herrington Country Park | Annual | Partner organisation |
| Kubix Festival | 10,000 | Herrington Country Park | Annual | Partner organisation |
| Race for Life | 2,500 | Herrington Country Park | Annual | Partner organisation |
| Radio 1 BIG Weekend | 15,000 | Herrington Country Park | 2005 | |
| Olympic Torch Relay | 10,000 | Herrington Country Park | 2012 | Sunderland City Council and partners |
| British Cycling National .Cyclocross Championships | 5,000 | Hetton Lyons Country Park | 2018 | Partner organisation |
| The Tall Ships Races Sunderland | 1,200,000 | Seafront and riverside | 2018 | Sunderland City Council |
| World Transplant Games | 1,600 | Sunderland Aquatic Centre/ Hetton Lyons Country Park | 2019 | Sunderland City Council and partners |



Herrington Country Park and Penshaw Monument

Smart City

Sunderland is pioneering as the first city in the UK to deploy 5G (superfast 'fifth generation' telecommunications) ready WiFi, offering unparalleled upload and download speeds for phone users on the go.

New equipment installed in the city centre has enabled ready coverage available within the area of Keel Square and High Street West, while Sunderland City Council is working on ambitious plans to expand the network across the whole of the city.

Tourism

- 9.49 million people visited Sunderland in 2019
This was up by 3.5% on 2018
- The number of days visitors spent in the destination was up by 3.1% year on year at 10.55 million visitor days
- Day visitor levels have risen by 3.8% to 8.7 million
- 92% of all visits to Sunderland are day visits, with these visitors accounting for 73% of expenditure

Popular event spaces

Sunderland is blessed with a variety of open spaces ideal for hosting events, including long blue flag beaches, a number of green flag award winning parks and a dynamic city centre. The most popular event spaces include:

- Seafront: Cliffe Park, Recreation Park
- City Centre: Keel Square, Market Square, Mowbray Park, Park Lane, Sunnyside Gardens
- Parks and Green Spaces: Princess Anne Park, Herrington Country Park, Hetton Lyons Country Park, Rectory Park



Other spaces are also available depending on your event. Further information for each event site is available by visiting:

www.seeitdoitsunderland.co.uk/event-booking



The Tall Ships Races Sunderland

Citywide facilities

As well as a large number of diverse external event spaces, the city boasts an endless list of indoor and sporting facilities, including:

- Sunderland Aquatic Centre
- Stadium of Light, the home of SAFC
- Beacon of Light
- A wide range of leisure facilities including gyms/pools/tennis courts/ski slope/cycle track
- Sunderland University
- Sunderland College

Promotion

All event organisers will have the opportunity to work with the city council to promote their event to a wide regional audience.

Our partners/safety

The council works with a number of partner agencies to ensure events in the city are safe. They include Northumbria Police, Tyne and Wear Fire and Rescue Service and North East Ambulance Service.

Hire costs

In order to support our event organisers, we offer very reasonable and competitive hire rates for use of our outdoor spaces and facilities. Sponsorship opportunities are also available from our wide range of partners across the city.

Next steps

To get in touch or to book your event please contact:
safe.events@sunderland.gov.uk

We look forward to working with you to deliver your event and making it a success.

Getting to Sunderland

Sunderland is situated on the North East coast and is connected to the rest of the UK by excellent road, air, sea and rail links. It is accessible from the A1(M), the main north-south road link from London and Scotland. Lying at the heart of North East England, within easy reach of Durham, Newcastle, Gateshead and Teesside, the city is easily accessible and has a great transport system to get you around the city.

Where to stay

If you are planning to stay in Sunderland, you will be embraced by a warm and friendly welcome at our range of accommodation. You can choose from three and four star hotels to cosy guest houses or luxurious self-catering apartments.

Further information

For further information please visit:

www.seeitdoitsunderland.co.uk/

www.sunderlandoursmartcity.com/

www.sunderland.gov.uk



Sunderland Stadium of Light music concert



Active Sunderland
BIG
2019
activeSunderland
0629

Active Sunderland
activeSunderland
0630
Run Walk Ride

