



City Plan

2023–2035

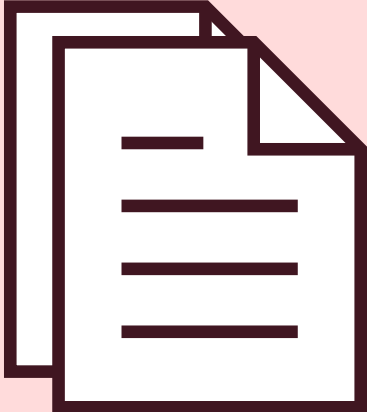
City of  Sunderland

Developing our City Plan

**Our
Ambitions**



**Our
Vision**



**Our
Themes**



A man with a beard and short hair is sitting at a desk, looking intently at a laptop screen. He has his hand to his chin in a thoughtful pose. The background shows a cluttered desk with various office supplies like pens and papers. The lighting is soft, coming from the side.

Our ambitions

The city and its residents have the resilience to mitigate ongoing challenges, including the cost-of-living crisis, and emerge in a healthy and sustainable position



Our ambitions

Sunderland offers the opportunities that families and individuals need to achieve their ambitions

A photograph of a woman with dark hair in a bun kissing a young child with blonde hair on the cheek. The child is wearing a yellow hoodie and laughing joyfully. They are outdoors in a grassy field with trees in the background. A red rectangular box is overlaid on the bottom left of the image, containing text.

Our ambitions

Families are resilient and resourceful to respond to challenges and achieve the best possible outcomes for their children



Our ambitions

Health and wellbeing outcomes are significantly improved

Our ambitions

Sunderland City Centre will drive city-wide transformational economic growth with Riverside Sunderland demonstrating clearly our investment ambition





Our ambitions

Residents' skills and qualifications enable them to secure good jobs matching the needs of employers in the city's key sectors

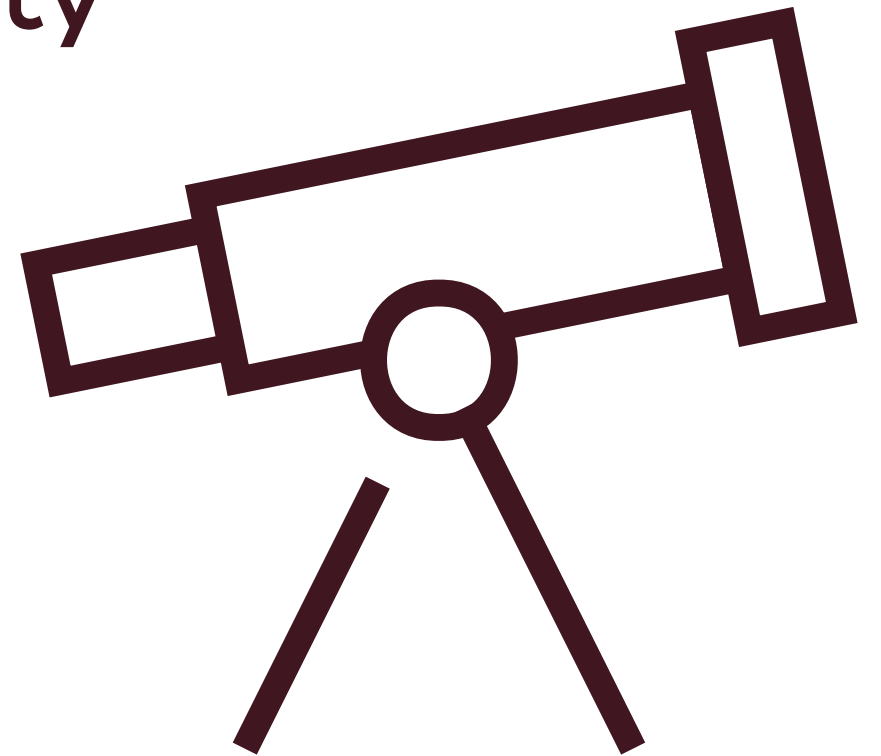


Our ambitions

Sunderland will play its role in tackling the global challenge of climate change, working together across the city to be carbon neutral by 2040

Our vision

“Sunderland will be a connected, international city with opportunities for all”



Our themes



**A dynamic
smart city**

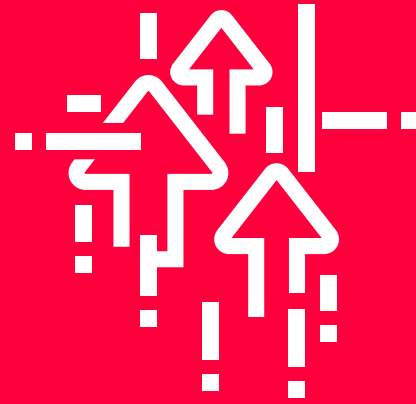


**A healthy
smart city**



**A vibrant
smart city**

A stronger city centre
with more businesses,
housing and cultural
opportunities



More and
better jobs

A dynamic smart city we will have:

More and
better housing

A lower carbon
city with
greater digital
connectivity
for all

More local people with better
qualifications and skills

Great transport links with low carbon and active travel opportunities for all



Reduced health inequalities enabling more people to live healthier longer lives

Equitable opportunities and the best life chances for children

A healthy smart city

we will have:

A cleaner and more attractive city and neighbourhoods

High quality support and social care that enables those who need it to live the life they want to lead

Residents who are more resilient to ongoing challenges including the cost-of-living crisis



More people visiting Sunderland with businesses thriving and more residents shaping and participating in cultural events and activities

Residents feeling proud of the city and the place where they live with more people active and participating in their communities

A vibrant smart city

we will have:

More people feeling safe in their homes and neighbourhoods and businesses benefitting from the city's safe and secure environment

Indicative Timeline 2023–24

- New Children's Home (Maple Cottage) opening
- New Edge of Care Accommodation (Claremont Terrace) opening
- Crosstree Park, Downhill – 41 homes, including affordable rent, shared ownership
- Wellspring Park, Town End Farm – 71 shared ownership homes
- Further £120,000 Empower Sunderland Local Community Fund contribution for green energy
- Complete Pennywell Regeneration – £19m investment in improving 1,100 homes to EPC C standard
- Launch of the first phase of the Wi-Fi Messaging Platform/City-wide App
- Refresh Sunderland's Domestic Abuse and Violence Against Women and Girls Strategy 2023-2026
- New national/international events - Host British leg of the 2023 World Triathlon Championship series
- Over £1/4m council and Lawn Tennis Association investment in city's tennis courts in parks
- Develop five area venues for participation in SWIM BIKE RUN activities
- Targeted programmes with new participation opportunities in least active areas
- Development of five safe and inclusive area-based sports play zones with investment from the Football Foundation and Sport England
- Continue Supplementary Substance Misuse Treatment and Recovery Grant funding
- Publish Sunderland City Council Alcohol Strategy: It's Time to Rethink Drink and partner action plan
- Publish new Sunderland Smokefree Partnership plan
- Develop new Sunderland Workplace Health 3-year strategy and action plan
- Stables development opens
- Seaburn Masterplan reviewed
- Potters Hill Housing Phases 1 & 2 complete
- Sunnyside Masterplan produced
- Riverside Multi-Storey Car Park Opens
- Holmeside Multi-Storey Car Park Opens
- Bus Rationalisation Route completed
- Development of multi-cultural and community events across the city
- Increase in economic activity in the Port
- Whitburn Road active travel cycle improvements completed
- Electric Vehicle Strategy and Roadmap published
- Deliver electric buses and strategic rapid charging facilities
- Continue e-Scooter trial
- Pre-opening programme activity for Culture House begins



- Maximise Housing Support Grant to vulnerable groups across the city
- Develop Fuel Poverty Plan and partnership approach to Cost of Living Crisis support programme
- Develop Community Digital and Health Hubs from the Warm Spaces approach
- Implement the Housing Strategy and Homelessness and Rough Sleeper Prevention Strategy
- Develop the council's first rough sleeper accommodation
- Open Elemore Park café and garden centre and secure investment for wider park developments
- Establish the Sunderland VCS Alliance as an independent Community Interest Organisation
- Implement a range of Adult Social Care automated telephony apps to support welfare checks, reviews and customer feedback
- Partnership working to ensure safe and timely hospital discharge with residents and carers central to discharge planning and receiving quality and timely advice and information
- Support the implementation of Dementia and Smart Homes Grants as part of the Disabled Facilities Grant offer
- Enhance the Adult Social Care Direct Payment/Personal Budget Offer as a viable alternative to traditional support at home packages
- Partnership working to develop and implement a Trusted Assessor model to support Social Care
- Continue to deliver the Community Wealth Building Strategy building on the Community Wealth Charter and Real Living Wage City accreditation
- More resilient families in Sunderland
- Sunderland Station Southern Entrance open
- More local people benefitting from a stronger economy
- Increase in the number and strength of creative and cultural businesses
- Sunderland's heritage collections, archives and buildings enjoyed by residents and safeguarded for future generations
- Tackle anti-social behaviour and perceptions of crime in the City Centre through the SAIL project
- First Early Adopter New T Level qualifications awarded
- World class music events staged in the city
- Sunderland Advanced Mobility Shuttle project delivered

Indicative Timeline 2024–25

- Penschaw Gardens, Station Road – 72 affordable apartments for people over the age of 55
- Eskdene Rise, Hetton-le-hole – 86 homes, including affordable rent and shared ownership
- Social Housing Decarbonisation Scheme Wave 2 - 321 homes in total complete
- Gigabit fibre connectivity delivered to over 95% of premises across Sunderland and ongoing expansion of Wi-Fi and 5G Networks across the city
- New family hub in Hendon opens
- Completion of the Multiply Adult Numeracy Programme
- Sunderland's Social Prescribing Strategic Group delivering an integrated city-wide social prescribing model
- Key housing sites at Vaux, Nile Street and Villiers Street developed
- Culture House cultural hub and library completed at Riverside Sunderland
- Northern Spire Phase 1 Film Studio Development complete
- Increase in economic activity in the Port
- Dame Dorothy Street active travel cycle improvements
- Bus Service Improvement Plan developed



- Deliver first older people later living village
- Review, develop and expand the Adult Social Care early intervention and prevention offer
- Finalise the review and redevelopment of Adult Social Care day opportunities in partnership with residents
- Enhanced Adult Social Care and support offer available to residents
- Develop and implement an engagement and co-production strategy for Adult Social Care including carers
- The gap between average wages in the city and regional average wages will be reduced
- Sunderland recognised as a cultural destination of choice
- Changing places project for people with extra needs complete
- 2,000 new office jobs
- Deliver Expo Sunderland
- Housing Innovation and Construction Skills Academy opens at Riverside Sunderland
- Sunderland Advanced Mobility Shuttle project delivered and more to come...

Indicative Timeline 2025–26

- Cricketers Hill, Carley Hill – 115 affordable homes
- Improved access to safer accommodation for domestic abuse survivors with complex needs
- Improved provision to hold domestic abuse perpetrators to account
- Increased support provision in schools and workplaces to tackle domestic abuse and gender-based violence
- Farringdon Row housing site complete
- Potters Hill housing Phase 3 complete
- Northern Spire Phase 2 Film Studio Development
- St. Mary's Boulevard development

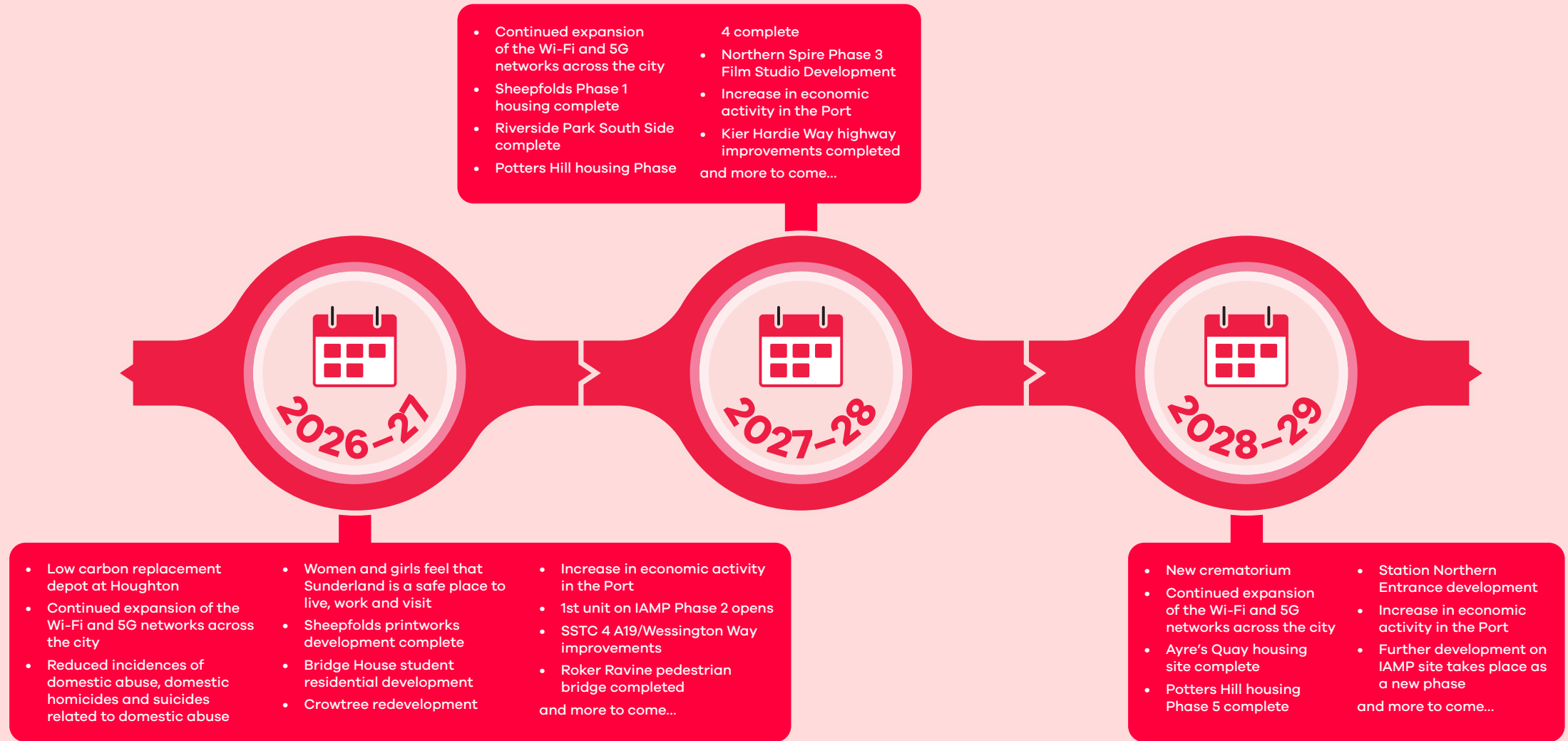
- Major international sporting events to take place in the city
- Increase in economic activity in the Port
- Construction of enabling infrastructure for IAMP Phase 2
- Submit a Rail Network Infrastructure Programme bid to increase capacity at Sunderland Station from two to four lines
- European Way active travel cycle scheme
- More homes with energy efficiency measures which lower carbon emissions
- Reduced emissions from council operational assets



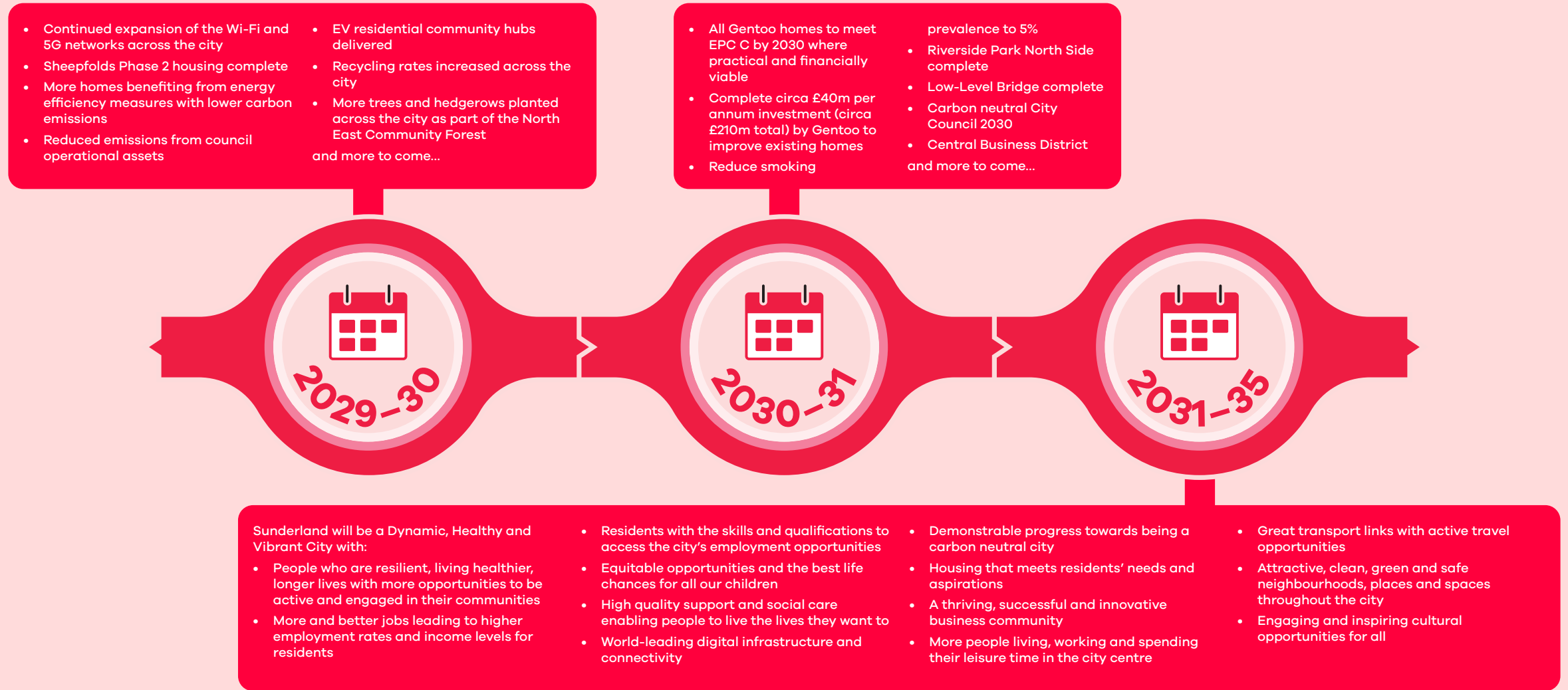
- EV residential community hubs delivered
- Recycling rates increased across the city
- More trees and hedgerows planted as part of the North East Community Forest
- Delivery of 574 council social housing homes completed
- Improved employment, training and volunteering for residents with a learning disability and or mental health problems
- Develop and implement the Adult Social Care Workforce Development Strategy
- Implement Carers Strategy

- Adult Mental Health Strategy delivered
- Additional low carbon affordable homes built at West Park housing (former Civic Centre)
- Open high-level pedestrian/cycleway smart bridge linking Vaux and Sheepfolds
- Sunderland recognised as a cultural destination of choice
- New Eye Hospital opens on Riverside Sunderland
- and more to come...

Indicative Timeline 2026–29

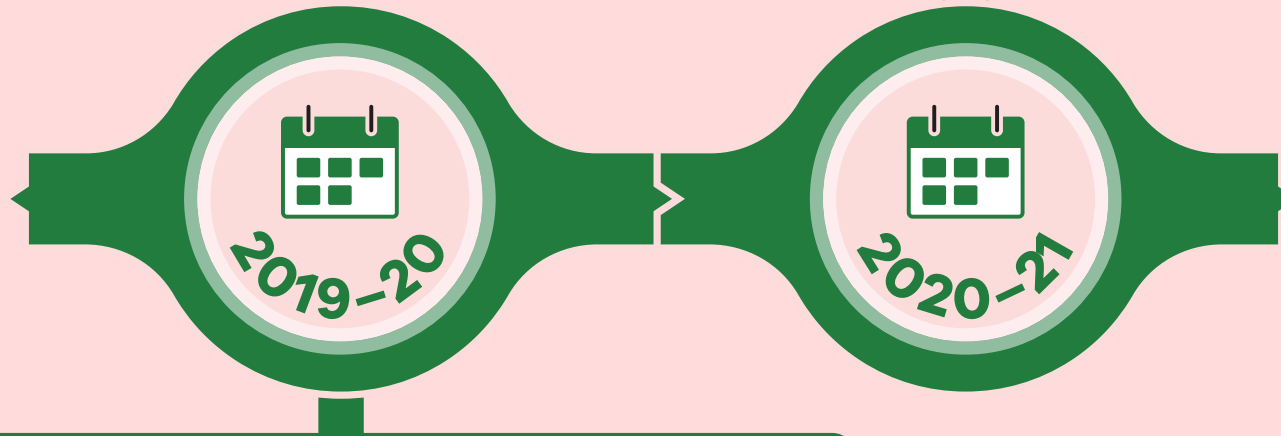


Indicative Timeline 2029–35



Achievements Timeline

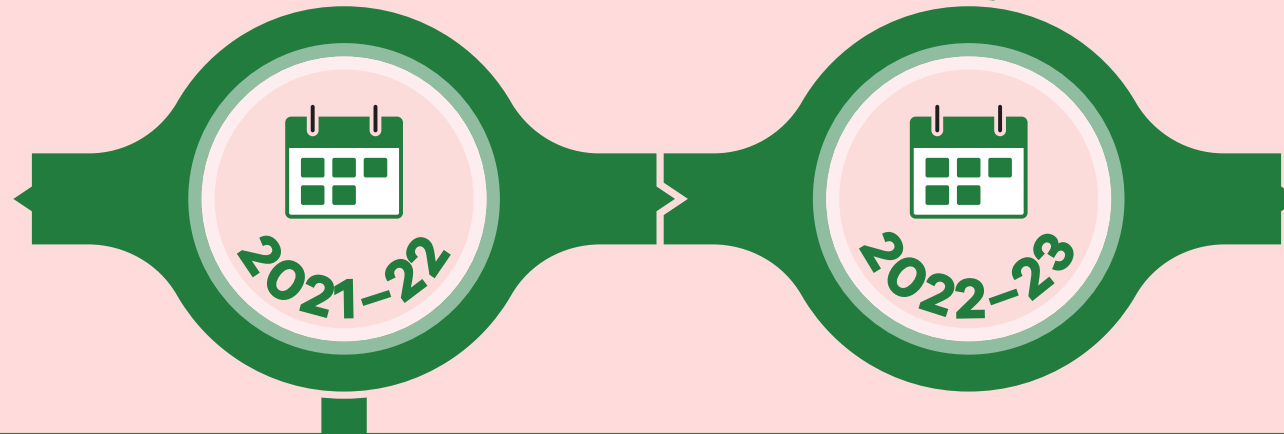
- 50 empty homes were brought back into use
- Assisted technology test-bed was delivered
- First Harry Watts Academy specialist academy for pupils aged 5 to 16 years with a diagnosis of Autistic Spectrum Condition and complex learning difficulties opened in Sunderland
- Continued delivery of council's Low Carbon Plan
- City Centre 5G Wi-Fi network launched
- Healthy City Strategy published
- Sunderland Covid-19 Health Inequalities Strategy published
- Increased engagement in drug and alcohol treatment services by parents/ carers
- Sunderland City Council registered as a Social Housing Provider
- New Children's Home (Nook Lodge) Opened
- New Supported Accommodation (Cliffe Park) Opened
- Additional investment in cultural events and venues



- 100% schools engaged with the Great Active Sunderland School Charter
- City's digital ambition and Smart City programme established
- Riverside Sunderland's first building The Beam opened
- Vantec Europe Ltd warehouse opened at Turbine Business Park
- Fastned rapid drive-through EV charging facility opened - the first in the UK
- 22nd World Transplant Games held in Sunderland for the first time
- Step-up Sunderland was launched
- University of Sunderland Medical School opened
- Sunderland's Empty Homes Strategy 2020-2025 was published
- 3 Football Hubs opened with state-of-the-art facilities following £18m total investment from the council and Football Foundation

Achievements Timeline

- Increased walking and cycling routes developed linking communities to riverside, seafront and green spaces
- Second Harry Watts Academy specialist academy for pupils aged 5 to 16 years opened in Washington
- New £13.3m Sunningdale School opened for children aged 2 to 11 with severe, profound and multiple learning difficulties
- New £6.3m buildings for Hetton Primary School opened
- Improvement in household recycling rates
- More people supported to live independently
- Hillthorn Business Park Phase 1 developed
- The Yard business hub opened
- Digital Catapult affordable warmth testbed delivered
- Elton John and Ed Sheeran performed at the Stadium of Light
- Advanced Digital Infrastructure Deployment continued
- Sunderland became a Real Living Wage city
- Successfully launched the new Domestic Abuse Support Service
- Hosted British Triathlon Super Series, Tour of Britain cycling Stage 3 finish, Tour Series 2022 cycling Round 3
- Launched Sunderland SWIM BIKE RUN programme providing new sport and physical activities participation opportunities for residents
- Sunderland City Council signed up to the Mental Health Prevention Concordat
- Percentage of adults smoking across the city reduced in the last 10 years from 24.3% to 15.2%
- Established Warm Hubs across the city
- New 4 Star hotel



- Development of new Sunderland Station Southern Entrance commenced
- City Hall opened at Riverside Sunderland
- Continued roll out of 5G city-wide
- SSTC3 (Northern Spire to City Centre) opened
- Increased business take-up of low carbon initiatives
- Increased economic activity at the Port of Sunderland
- 5-year Domestic Abuse Support Service Contract awarded to Wearside Women in Need
- Delivered Sunderland Covid-19 Health Inequalities actions as part of the Healthy City Plan
- 5G Connected Automated Logistics pilot project delivered
- Safer Streets project delivered
- Adult Mental Health Strategy for Sunderland approved for publication to create a framework to improve outcomes in mental health
- Household Waste Recycling Centre (Pallion) opened to improve household recycling rates
- Healthy Weight Declaration adopted
- Healthy Start uptake increased to 81%
- Established Housing Delivery Investment Plan including approval to £59 million gross investment in social housing in the city



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Sunderland