

Transforming Sunderland: Investment Prospectus

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Welcome

Sunderland is a famous city in the north east of England with a reputation for enterprise, creativity and innovation. It has a dynamic international business community supported by an ambitious and energetic City Council. In recent years, Sunderland has been a magnet for private investment by, among others, Nissan, AESC, Legal & General, Tombola, FulwellCain Studios and a number of major housebuilders. The regeneration

“Sunderland is ripe for economic growth... [Maker & Faber] are hugely significant developments that will not only change the face of Sunderland but will deliver a vital boost to the economy in a city that is fast becoming a poster child of urban regeneration.”

Nigel Wilson
Former Group Chief Executive Officer, L&G

of Riverside Sunderland is revitalising the city centre, and we are creating a new community, Elwood, in a beautiful location in the south of the city.

This document introduces our city by the sea: a place of opportunity for entrepreneurs, established businesses, investors and developers, and a great place to live, study and visit.

“We have made a conscious effort in recent years to work more closely with private and public sector partners to shape the city’s future, and this has been the key to our success. With even more investment committed and more cranes set to dominate the city’s skyline in the coming months and years, the best is yet to come - so watch this space.”

Patrick Melia
Chief Executive Sunderland City Council



Maker and Faber, central business district



Crown Works Studios

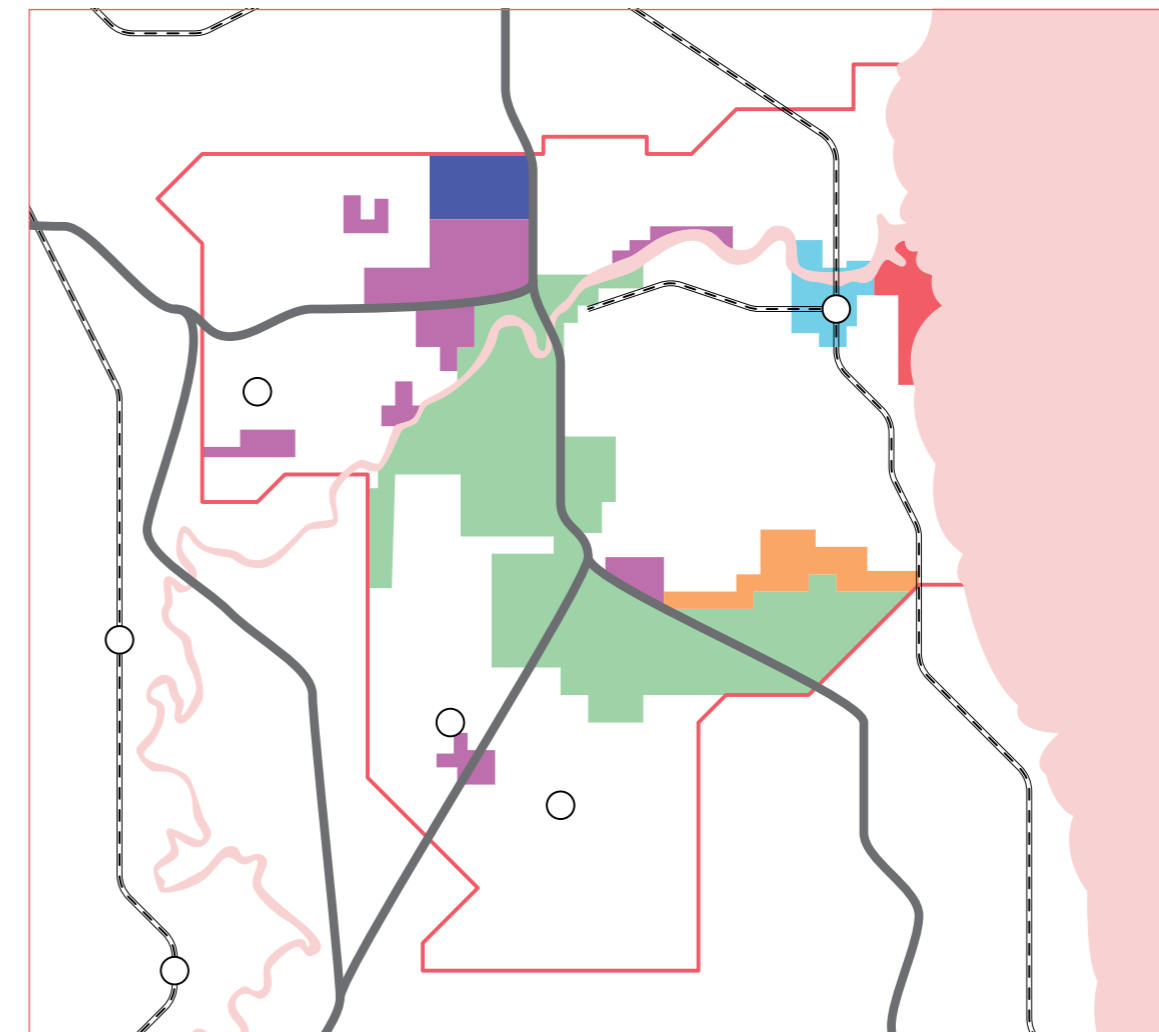
A changing city

The City of Sunderland has a population of 274,000, a land area of 53 square miles and a beautiful North Sea coastline. The River Wear flows through Sunderland and enters the sea close to the heart of the city. The regional capital, Newcastle, and the ancient city of Durham are nearby, and Sunderland is well connected to national and regional markets. It is located close to the motorway and trunk road networks, and there is a direct rail service to London. The Tyne & Wear Metro, the subject of a £400m modernisation programme, links Sunderland to Newcastle and the international airport.

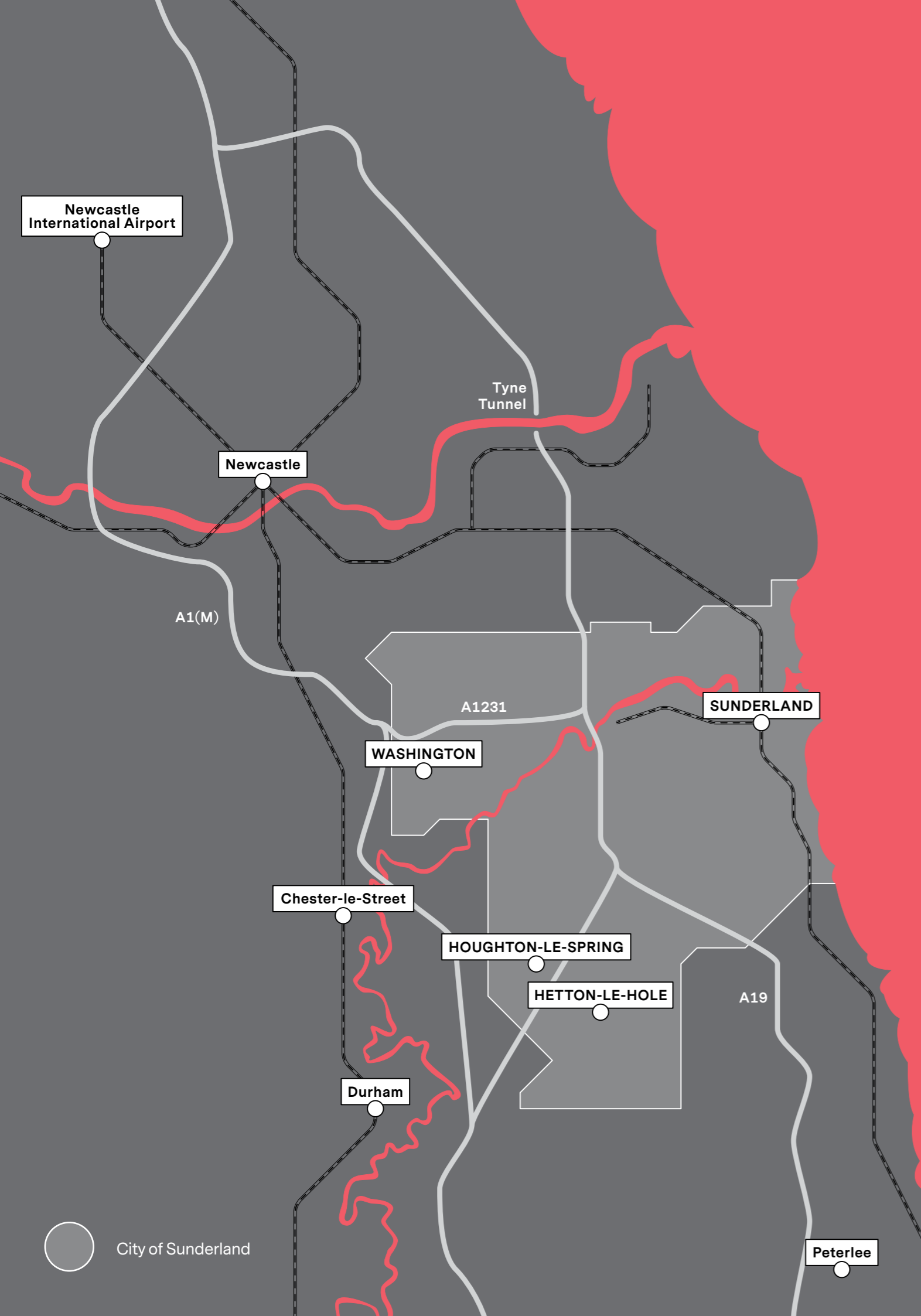
of Washington New Town (incorporated into Sunderland in 1974) and other out-of-town locations. Nissan began making cars in Sunderland in 1986 and the plant is the biggest of its kind in Britain, with aggregate output now exceeding 11 million vehicles. Nissan anchors the International Advanced Manufacturing Strategic Site (IAMSS). Doxford International Business Park, which opened in 1992, provides 1.35 million sq ft of high quality office space for leading UK and international companies.

Sunderland has experienced decades of radical change. In the second half of the 20th century its staple industries – shipbuilding, coalmining and coal exporting – fell into terminal decline. Initial efforts to reinvent the city economy focused on the creation

-  Urban core
-  Green belt
-  Nissan/IAMSS
-  Primary employment areas
-  Port of Sunderland
-  Elwood



Key planning designations



 City of Sunderland

Sunderland has adapted successfully to the demands of a changing economy. It has replaced the jobs lost in traditional industries and is now a leading player in the automotive sector, advanced manufacturing, software and tech. Plans have recently been announced for Crown Works Studios, the UK's largest film and TV production facility outside London and the south east. The city's university, founded in 1992, is one of Britain's most successful modern higher education institutions, a top-50 university with highly rated degree courses and world-leading research in a variety of disciplines, including health and social care and the creative industries.

Sunderland stands at the threshold of a period of radical change which will deliver sustainable economic growth and productivity, increased prosperity, a choice of quality housing, and a better quality of life for all our citizens. This document maps out the investment opportunities that will drive change in the next decade. These are exciting times for Sunderland, and we welcome you on our journey.



The Fire Station, a stunning new performance venue

New Wear Footbridge, connecting Riverside Sunderland



Elephant Tea Rooms

Our strategy for growth

Sunderland's City Plan sets out our ambitions and our vision of "a connected, international city with opportunities for all". The plan is framed around three key themes:

- a dynamic smart city:
 - a strong city centre
 - more and better housing
 - people with better qualifications and skills
 - more and better jobs
 - lower carbon emissions
 - digital connectivity
- a healthy smart city:
 - best life chances for children
 - high quality support and social care
 - healthier, longer lives
 - reduced health inequalities
 - cleaner, more attractive neighbourhoods
 - great transport links

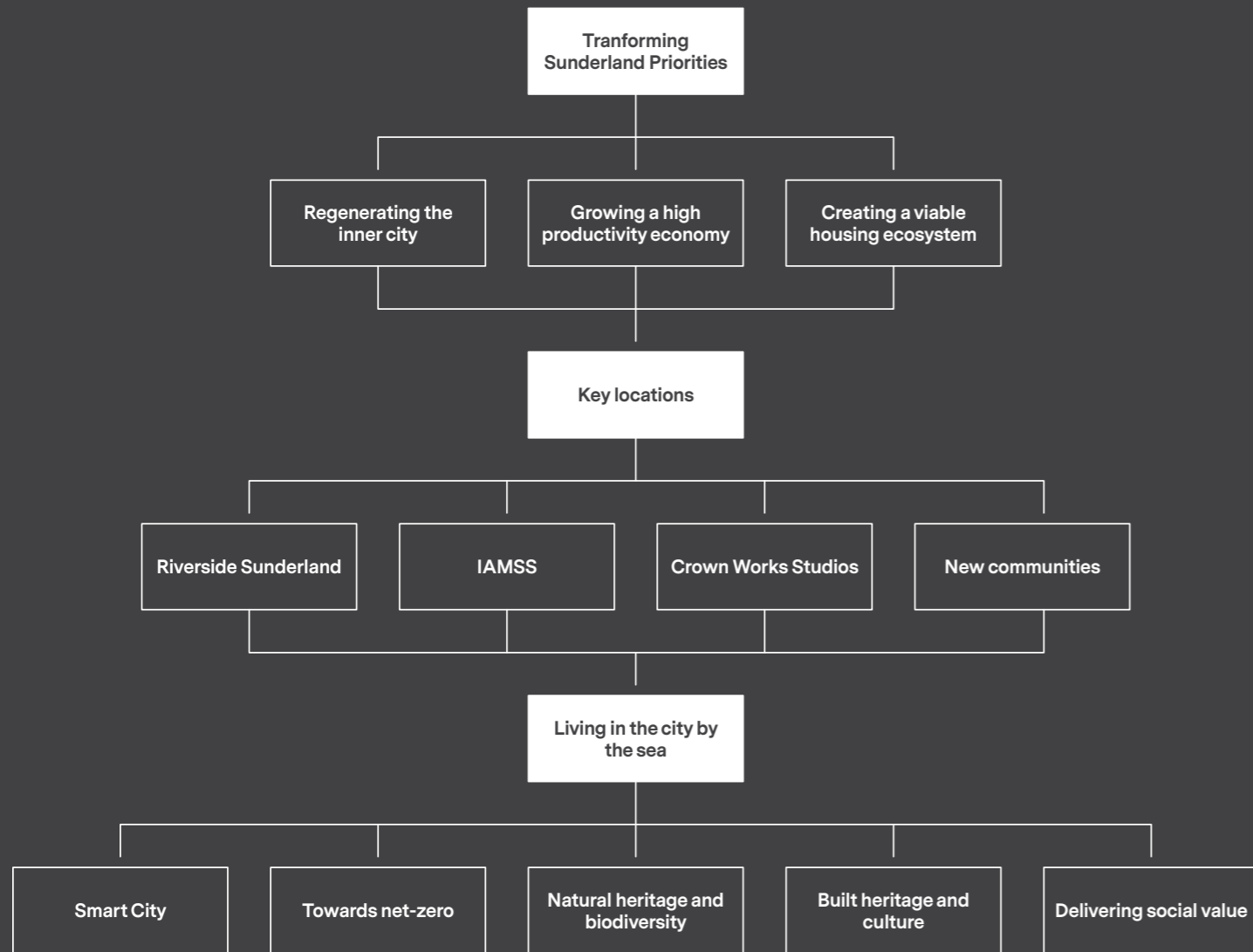
- a vibrant smart city:
 - resilient people
 - civic pride and active communities
 - a safe and secure environment
 - more residents participating in culture
 - more people visiting Sunderland.

The Core Strategy and Development Plan (CSDP) sets out our approach to shaping the city. We will encourage high quality development in the right places to:

- create jobs, promote productivity and deliver economic growth
- create a vital and dynamic urban core
- provide an attractive choice of housing types and tenures in healthy and safe communities
- tackle health inequalities and deprivation
- protect and enhance the built environment
- adapt to climate change and promote low carbon solutions
- enhance the natural environment and increase biodiversity
- promote sustainable and active travel
- create the essential infrastructure for growth and prosperity

Core Strategy and Development Plan 2015-2033





Transforming Sunderland delivery plan

We have translated the policies set out in the City Plan and the CSDP into an ambitious delivery plan for development and placemaking. Transforming Sunderland sets out our development priorities for a time of radical change. It sets out a city-wide placemaking plan which will attract investment and accelerate the levelling up process. The plan will create the conditions for a modern, high productivity economy, and make Sunderland an exciting, attractive and sustainable place to live, work and visit.

The plan focuses on three key priorities:

- continuing the regeneration of the inner-city
- growing a high productivity economy, and
- creating a viable housing ecosystem

These are city-wide goals, but the plan highlights a number of key locations:

- Riverside Sunderland is a 33-hectare site in the heart of the city, which is being transformed by an ambitious programme of residential, commercial, civic, cultural and leisure development in a stunning landscape setting
- Sunderland is a world-leading centre for electric vehicle production, centred on Nissan – the UK’s largest car plant – and the International Advanced Manufacturing Strategic Site (IAMSS)
- work will soon get underway on FulwellCain’s Crown Works Studios, the largest film and high-end TV production centre in the UK outside the south east
- we are modernising and diversifying Sunderland’s housing stock, repopulating the inner city and developing attractive new communities including Elwood in the south of the city.

These and other priority locations will all make a decisive contribution to life in the city by the sea. The chart shows the guiding principles that will inform everything we do, working with investors and developers to:

- confirm Sunderland’s status as the UK’s leading smart city
- deliver sustainable development that contributes to our net-zero ambition
- protect the city’s natural heritage and enhance its biodiversity
- conserve and celebrate Sunderland’s rich built and cultural heritage
- maximise the social value associated with development and placemaking.

The City Council has a key leadership role to play. By forging partnerships with Government, the North East Mayoral Combined Authority (NEMCA) and the private sector we are creating a climate of optimism and confidence. We have attracted major investors like Legal & General and FulwellCain, national housebuilders, a new generation of inward investors, and a growing number of UK and international students.

Sustained investment in built development, infrastructure and placemaking will change lives by delivering a huge social dividend. Our plans will drive population growth, create new and better quality jobs, stimulate educational attainment and skills development, promote health and wellbeing, and improve community safety and security.

Priorities and key locations

The CSDP calls for “development in the right places”, to provide a balanced portfolio of new homes, competitive business locations, infrastructure and green space across the city. Working within that policy framework, Transforming Sunderland shows how the City Council will play its part by focusing on three strategic priorities and a number of key locations.

- 1** City centre regeneration
- 2** A high productivity economy
- 3** Creating a viable housing ecosystem

Priority 1: City centre regeneration

When Sunderland's traditional industries collapsed in the late 20th century, the city centre hollowed out. Large tracts of vacant and derelict land were left behind, the city turned its back on the river, and the civic and commercial core fell into decline. Many industrial cities have faced similar

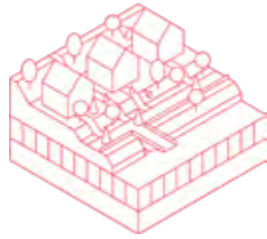
challenges, but Sunderland's decline was particularly severe, and surveys confirmed that the run-down state of the city centre had dealt a blow to civic pride.

Proposals for the regeneration of High Street West



St Mary's Boulevard will be transformed into a stylish, pedestrian-friendly city street

Key location: Riverside Sunderland



The City Plan signalled our determination to restore the fortunes of the city centre and to make it a driver for growth and regeneration in the coming decades. That new approach is starting to bear fruit in spectacular style, notably through the implementation of a masterplan for Riverside Sunderland – a 33 hectare site spanning the River Wear.

The City Council has played a proactive role in the development process, forming partnerships with central government and the private sector. Investment is flowing into the heart of the city. Derelict land is being repurposed to create new neighbourhoods, a central business district, a film studio complex, civic and public buildings and new parks and public spaces. A cluster of high quality food and drink outlets has been established in Keel Square, which together with the nearby cultural quarter will boost Sunderland’s evening economy and attract visitors. A spectacular new footbridge will span the river and create a memorable approach to the Stadium of Light.

Riverside Sunderland is being delivered in three stages:

- Stage 1: seven pioneering projects were completed by the end of 2023 at a total cost of around £150m – The Beam; the award-winning City Hill; the Fire Station performance venue; the 4* Holiday Inn in Keel Square; the Yard business centre; the Riverside multi-storey car park; and the new south entrance to Sunderland station
- Stage 2 comprises the following projects, all scheduled for completion by 2025-26 at an aggregate cost of around £450m:
 - new residential neighbourhoods at Vaux, Farringdon Row, Sheepfolds (Hay Street), West Park and Sunnyside (Nile + Villiers)
 - the Stables food, drink and music venue in Sheepfolds
 - the restoration of the iconic Elephant Tea Rooms
 - the National Esports Performance Centre in Sheepfolds and Sunnyside
 - the Housing Innovation and Construction Skills Academy (HICSA)
 - Maker & Faber: 157,000 sq ft of modern offices in two buildings in the central business district
 - the new Sunderland Eye Hospital is being developed on a prime site next to St Mary’s Boulevard
 - Culture House, a new library with spaces for learning, making and creativity in Keel Square
 - the New Wear Footbridge, a dramatic high-level bridge for pedestrians and cyclists
- Stage 3 will be completed by 2035 at an estimated cost of £1.25bn. It will reach beyond the original Riverside Sunderland area to include the River Wear corridor from the Northern Spire bridge to the Port of Sunderland. This area includes the city centre, the two university campuses, Sheepfolds, Sunnyside and Old Sunderland. Key elements of the programme will include:
 - FulwellCain’s Crown Works Studios development at Pallion
 - residential development at Ayre’s Quay and Sheepfolds, with a student village and PRS housing in Sunnyside
 - completion of the central business district in St Mary’s Boulevard and High Street West
 - redevelopment of the north entrance to Sunderland station with a new city square on High Street West
 - family-orientated leisure and entertainment facilities at Crowtree
 - transformation of St Mary’s Boulevard from a car-dominated dual carriageway into a stylish city street
 - creation of a beautiful riverside park on both banks of the Wear
 - an active travel network with mobility hubs for residents and visitors.

Galley’s Gill landscape



Priority 2: A high productivity economy

Sunderland has one of the highest proportions of jobs in the manufacturing sector of any UK city. What makes the city special, and will create the platform for future prosperity, is its association with the high-productivity industries of the future, with regional strengths including electric vehicles, batteries, energy, rail, aerospace, electronics and pharmaceuticals. Other key sectors include software and technology, and financial, business and professional services.

Nissan started production in the city in 1986 and has played a pivotal role in the city's economic recovery. Nissan has a workforce in Sunderland of 6,000, with 46,000 people employed in the UK supply chain, and the company has built more than 11 million

vehicles in Sunderland for UK, European and global markets. It is one of Europe's largest car plants, and the biggest in Britain, accounting for 31% of all the vehicles produced in the UK in 2022.

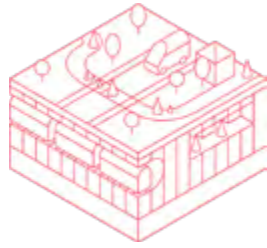
Nissan is a global leader in electric vehicle (EV) manufacturing and the Sunderland site is achieving world-leading productivity. Nissan established Europe's first battery plant in Sunderland in 2012 to advance the localisation of the Leaf, the world's first mass-market EV. Nissan has a commercial partnership with the Port of Tyne to import and export new cars; the port, which handles more than 600,000 vehicles a year, has three dedicated vehicle terminals.

*International
Advanced
Manufacturing
Strategic Site*



*Nissan production
line*

Key location: IAMSS



Nissan Sunderland is the largest and most productive car manufacturing plant in the UK. More than 11m vehicles have rolled off the production line since the 1986, and almost half of all the electric vehicles produced in the UK are made in Sunderland. Nissan is the anchor for an automotive sector that employs 25,000 people in the north east.

In 2021, Nissan announced the £1bn EV36Zero project, an EV hub comprising:

- production of a new generation electric crossover vehicle
- a second gigafactory to be built by Envision AESC
- a renewable energy microgrid to deliver 100% clean energy

"The EV36Zero project puts our Sunderland plant, Britain's biggest ever car factory, at the heart of our future vision. It means our UK team will be designing, engineering and manufacturing the vehicles of the future, driving us towards an all-electric future for Nissan in Europe."

Makoto Uchida
President and CEO, Nissan

In 2023, Nissan revealed further plans to produce all-electric replacements for the Juke and Qashqai models in Sunderland. As part of this package, a third gigafactory will be required. Sunderland is on track to complete the transition to all-electric production and becoming a world-leading centre of excellence for low carbon and fuel cell technologies.

To promote the continuing development of the automotive cluster, Sunderland City Council and South Tyneside Council established the International Advanced Manufacturing Park (IAMP) to provide

a bespoke, world class environment for the automotive supply chain and related advanced manufacturing. The initial IAMP Area Action Plan provided for production and supply chain floorspace. Three bespoke buildings have already been completed, two of which are occupied by suppliers to Nissan (SNOP UK and Faltec) while the third has been built speculatively. Construction of the second gigafactory by AESC is well advanced: when completed, it is expected

to produce 100,000 batteries a year. In addition to established and new global supply chain companies, other key businesses in the city include the Queen's Award-winning Hyperdrive Innovation, now part of the Turntide Group.

In 2023, the UK Government announced the creation of an Investment Zone for North East England. One of the four designated sites is the International Advanced Manufacturing Strategic Site (IAMSS), which includes IAMP and parts of Hillthorn Business Park. The sector focus of the Investment Zone reflects regional strengths in advanced manufacturing and green industries. Government funding is available to support investment in infrastructure, skills and innovation, and eligible businesses will have access to a range of tax incentives.

Key location: Crown Works Studios

FulwellCain has brought forward proposals to develop the Crown Works Studios - a world-class £450m film/HETV production hub which will be built on brownfield land next to the Northern Spire Bridge. The studio complex, which is being backed by the UK

Government and the North East Mayoral Combined Authority (NEMCA), will have 19 sound stages. This game-changing development will be the largest of its kind in the UK outside London and the South East, creating 8,450 jobs in the North East.

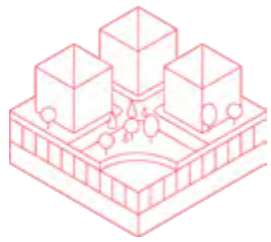
"To be able to bring Fulwell back to where the inspiration for our global entertainment company began is a truly humbling experience. Through delivering the studios, we will create a long term production industry infrastructure, attract even more high end production to the UK and ensure that future generations of North Eastern talent can develop and prosper at home within the region."

Leo Pearlman
Managing partner at Fulwell 73



Crown Works Studios

Priority 3: Creating a viable housing ecosystem



The Strategic Housing Market Assessment (SHMA) highlights the lack of available choice and quality in the local housing market, especially the failure to deliver attractive city centre homes and larger family houses.

Decisive intervention was needed to tackle this long-term market failure, and creating a viable housing ecosystem was a key theme of the City Council's successful bid to the Government's Levelling Up Fund. The city's economic resurgence, including the advanced manufacturing hub at IAMP and the regeneration of the city centre, created an opportunity to engage with private and public sector partners to diversify the housing stock and provide an improved choice of property by type and tenure, including executive homes.

The City Plan aims to attract and retain talented people of working age and stem the tide of out-migration. We will boost demand for Sunderland by increasing the number of well-paid skilled jobs in the city, including opportunities for graduates, and promoting enterprise, and we made a commitment to:

- increase the number and choice of homes available in Sunderland
- enhance the quality and energy efficiency of new homes and retrofit the existing stock
- provide first class education and skills training
- improve the quality of life in the city and its neighbourhoods.

The strategy aims to make residential development in Sunderland an attractive and investible proposition. We will address market failure by taking control of land and property assets, intervening to unlock stalled sites, and incentivising the private sector to improve standards and deliver more homes in attractive, socially mixed communities.

The Riverside Sunderland neighbourhoods will be a showcase for modern methods of construction (MMC). The key features of MMC include the application of digital technology, factory production and the optimised whole-life performance of new homes. The ground-breaking Housing Innovation and Construction Skills Academy (HICSA) will train a new generation of skilled factory housebuilders, showcase new technologies and promote innovation and knowledge transfer.



New homes in Sunnyside: the Nile+Villiers community

Key location: city centre

The City Council’s Core Strategy and Development Plan (CSDP) 2015-2033 sets out a plan to deliver 10,500 new homes across the city. Transforming Sunderland prioritises housebuilding in two contrasting and complementary locations, the city centre and Elwood in south Sunderland.

The resident population of the city centre has been in long-term decline. Workers’ housing was demolished in the late 20th century, and – with some exceptions – the quality of the surviving stock is poor. The trend towards city centre living, which has played an important part in the regeneration of many British cities has largely by-passed Sunderland, and there is a lack of good quality, purpose built student housing. Repopulating the city centre is a key objective of the Riverside Sunderland masterplan, and plans are well advanced for other inner-city sites. Developments in the pipeline have the potential to deliver more than 2,100 homes, including 750 student flats, and to double the population of the city centre.

Residential development in Riverside Sunderland will take the form of four compact, walkable new neighbourhoods, all with spectacular river views and linked together by the new footbridge and a paths network to create a vibrant city centre community:

- Vaux: 135 homes in a central location overlooking the New Wear Footbridge, with a landscaped public realm and a community garden
- Farrington Row: 165 townhouses and apartments with views across Galley’s Gill to the Wearmouth bridges
- Sheepfolds: 560 homes will be developed in stages, creating an urban village on the north side of the river
- Ayre’s Quay: 78 homes in a woodland setting close to the river, with views towards the Stadium of Light.

Creating these new neighbourhoods will be an exercise in market making, stimulating demand for a unique lifestyle in a special location. The urban design will achieve “gentle density”, and the architecture will celebrate the landscape setting and reflect traditional local styles in a contemporary fashion. It will be a near car-free environment, with resident parking and electric vehicle charging offsite in mobility hubs. A generous public realm and access to the riverside landscape park and the community garden will promote health and wellbeing.

Riverside Sunderland will be a place of choice for people concerned about the environment. It will contribute towards the city’s low carbon ambition through the use of energy-efficient modern methods of construction (MMC), reducing car dependency and the establishment of a

heating network.

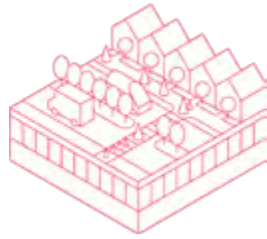
Other residential developments in the city centre include:

- West Park where 265 new homes will be built in a mature parkland setting on the site of the former Civic Centre
- the Nile+Villiers neighbourhood – 75 homes for artists and makers on a site in Sunnyside, with potential for further expansion, and
- options for creating up to 750 student flats/buy-to-rent apartments in Sunnyside.

West Park - new homes on the site of the former Civic Centre



The Vaux neighbourhood

Key location: Elwood

Development is already progressing rapidly in Elwood, a new community in the south of the city. Elwood will provide 3,000 homes (10% affordable) on a 227 ha site extending from Doxford Park in the west to Ryhope in the east. Around 700 additional homes are proposed in nearby locations and by the time the development of Elwood is completed the area will have a resident population in excess of 10,000.

The CSDP identifies four principal clusters of housing - Chapelgarth, Burdon Lane, Cherry Knowle and South Ryhope - in an attractive countryside setting with easy access to the coast. At Chapelgarth, Council-owned land has been used to attract high quality new entrants to the local housing market, broadening the choice for aspiring families. A Supplementary Planning Document (SPD), published in 2020 sets out Sunderland City Council's vision of a "sustainable community...[with] a choice of high quality homes in a landscaped setting well connected to the surrounding area and new and existing local facilities. The natural and built environment will enhance the distinctive characteristics of this unique area which borders the Sunderland Green Belt and provides views across the city and coast." Planning objectives included:

- creating a high quality environment which makes the most of the existing topography, landscape features and wildlife habitats
- mitigating the effects of climate change
- creating a new community with a distinctive character
- delivering high quality executive homes and a choice of other housing types
- providing and expanding community facilities
- integrating new development through road, public transport and active travel connections.

New residents will be choosing "the whole package...home, neighbourhood, environment, shopping, schools, leisure, parks". Key features will include:

- a neighbourhood centre at Burdon Lane, with local parades at Chapelgarth, Cherry Knowle and South Ryhope
- a new primary school and extensions to two existing schools
- 50 hectares of greenspace, together with allotments
- subsidised bus services and new and upgraded cycleways and footpaths,
- completion of the Ryhope-Doxford Relief Road, together with other road network upgrades.

Elwood's roads, utilities, services and social infrastructure will be upgraded at a cost of around £50m, to increase capacity and promote community life. A £25m grant from the Government's Housing Infrastructure Fund will contribute to the cost of these works.



Elwood, a new community in South Sunderland

The city by the sea

These three priorities will drive the physical transformation of Sunderland in the coming decade. They represent a balanced portfolio of investment opportunities in the urban core, the automotive/advanced manufacturing cluster, and new homes in the city centre and the south. Together, they will enhance the competitiveness and place quality of Sunderland and create a platform for prosperity and a better quality of life in the coming decades. In addition, there are, of course, opportunities to invest in all parts of the city, including the coast, Washington, Doxford International Business Park and the coalfield communities. We would be pleased to discuss opportunities to invest in Sunderland, and to work with partners who share our vision for the city by the sea.

Sunderland is a special place with an enviable quality of life. We are a celebrated, forward-looking industrial city with an exceptional natural environment, a rich history and heritage, proud institutions and a vibrant cultural life. We are the UK's leading Smart City, and we have adopted an ambitious carbon reduction plan. For all these reasons we are as concerned with the quality of development as the quantum, and the Transforming Sunderland plan aims to make the city a more competitive place. In the following pages we set out our placemaking principles which will:

- create the infrastructure for a world-class smart city
- help to deliver Sunderland's low carbon ambition
- enhance the city's natural environment and biodiversity
- protect and celebrate our built heritage and culture, and
- deliver social value.

Smart city



Sunderland City Council and Boldyn Networks are working together to create the UK's smartest city. The partnership is using a range of advanced wireless technologies to create a network of networks with key elements including:

- public wi-fi, with 150+ access points providing free, superfast and reliable internet access across the city centre, at the Stadium of Light and along the coast
- the 5G Network provides a foundational digital fabric for a huge range of services, with faster download/upload speeds, quicker response times, and the capacity to support more devices; a 5G private small cells network in the city centre is a cost effective way for organisations to boost productivity and improve services

- Internet of Things (IoT): Sunderland has established a low power wide area wireless network (LoRaWAN) to connect sensors, devices and third party sources across the city, collecting data on traffic, road temperature, air quality, energy consumption, waste management and other key performance measures. IoT will be an increasingly important tool for city management and other services.

Investors value our Smart City programme which is creating a competitive environment for business, powerful tools for learning and research, a platform for more reliable and responsive services, and opportunities to level up by tackling digital exclusion. We are making Sunderland a place where no one and nowhere is left behind.

City centre public wi-fi network

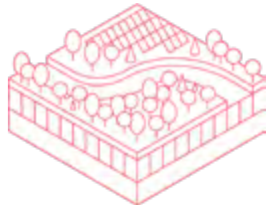


Towards low carbon

Sunderland's 2020 Low Carbon Action Plan sets out a strategy to make Sunderland a carbon neutral city by 2040. We will:

- improve the energy efficiency of existing homes, buildings and infrastructure, and work towards zero-carbon in new homes and buildings
- maximise renewable energy generation and storage and promote renewable/district heating schemes
- champion low carbon and active transport, incentivise the use of electric vehicles and make public transport a more attractive choice
- grow Sunderland's green economy
- reduce consumption and waste and increase opportunities to repurpose buildings and recycle materials.

The Riverside Sunderland masterplan advocates the use of modern methods of construction (MMC) to create energy efficient, factory built homes in the new inner-city neighbourhoods. The Housing Innovation and Construction Skills Academy (HICSA) will provide training and retraining for the MMC workforce, promote innovation and stimulate new business formation in Sunderland and the wider region.



Action Plan Strategic Priorities

Our behaviour



Strategic Priority 1:

Engage with employees, residents, communities and partners and encourage positive behaviour change to reduce the city's carbon footprint through influencing individual choices

Policies and operational practices



Strategic Priority 2:

Adapt the policies and operational practices of our organisations to embrace and support carbon initiatives, including climate resilience and offsetting, procurement, governance and engagement.

An energy efficient built environment



Strategic Priority 3:

Improve energy efficiency of existing homes and buildings and infrastructure and work towards zero carbon for new homes and buildings

Renewable energy generation and storage



Strategic Priority 4:

Develop renewable energy generation and storage, and renewable/district heating schemes

Low carbon and active transport



Strategic Priority 5:

Develop low carbon and active transport modes such as walking, cycling, rail, Metro, electric and innovative technologies for buses and private vehicles, and help make public transport a more attractive choice.

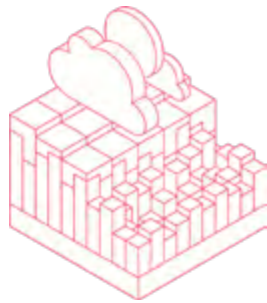
Green economy



Strategic Priority 6:

Grow the city's green economy, and engage with businesses to work towards environmental sustainability

Environment and biodiversity



Transforming Sunderland is all about making the city a better, more attractive and biodiverse place, and tackling the place deficit which was the legacy of the city's post-industrial decline. Rediscovering, restoring and celebrating the natural environment are key themes of the Core Strategy and Development Plan (CSDP) and guiding principles of the Transforming Sunderland plan.

Sunderland has a rich and varied natural environment, with a city-wide network of green and blue infrastructure, a much-loved and valued heritage coastline, and one of England's great rivers sweeping past the city centre. It includes "landscapes, historic environments, natural habitats, biodiversity and geological features, greenspaces and

woodland". The CSDP seeks to conserve and connect these assets, and protect their community value as places for sport, leisure, recreation and social interaction.

The value of the natural environment extends far beyond its visual appeal. The CSDP notes that the benefits include "opportunities for physical activity, promoting health and wellbeing, mitigating the impacts of extreme weather, reducing flood risk, supporting biodiversity, providing wildlife corridors, enabling local communities to grow their own food, [and] strengthening the economy". Development in Sunderland should avoid or minimise adverse impacts on biodiversity, and new developments should enhance the natural environment, for example by creating wildlife corridors.



Built heritage and culture

Sunderland's urban core began to take shape when three neighbouring parishes – Monkwearmouth, Bishopwearmouth and Sunderland – expanded and merged in the 18th century. Growth accelerated after 1796, when the first bridge across the Wear was completed. Industry, in the form of shipbuilding, port operations and other traditional activities, occupied both banks of the Wear while new residential, civic and commercial districts developed on the higher ground nearby. Decades of rapid growth and suburban expansion followed; small towns emerged in the coalfield communities, and – in the late 20th century – Washington was designated as a New Town.

The expansion of the city in the Victorian era was remarkable even by the standards of the time, and the evolution of Sunderland's communities has left a valuable architectural legacy. There are 14 conservation areas throughout the city, ranging from city centre precincts to pre-conquest villages, the Victorian suburb of Ashbrooke and the coastal resort of Roker. Key sites include the historic churches, E S Prior's masterpiece, St Andrew's Roker, Roker lighthouse, the Fawcett Estate, the Museum & Winter Gardens, the Empire Theatre, the Elephant Tea Rooms, Mowbray Park, and Edwardian pubs including the Dun Cow. Other important buildings include Washington Old Hall, the iconic Penshaw Monument and industrial sites such as Ryhope Pumping Station and the F-Pit Museum.

Transforming Sunderland has the dual objective of conserving this rich heritage and creating a new generation of high quality modern buildings and landscapes. Recent conservation success stories include the restoration of the Elephant Tea Rooms and Mackie's Corner in the heart of Sunderland; outstanding new buildings include City Hall (FaulknerBrowns Architects), The Fire Station (Flanagan Lawrence) and Tombola House (Ryder Architecture).

Another signature building, Culture House, will open in 2025 on a prominent site in Keel Square. Designed by FaulknerBrowns Architects and described as "a living room in the heart of the city", Culture House will provide a stunning new library, immersive experiences and spaces for learning, making and creativity. It will be a symbol of the city's ambitions and a focal point for its cultural renaissance.



The place-making dividend: creating social value



Sunderland – our city by the sea – stands at the threshold of a new era of prosperity, wellbeing and civic pride.

The City Council is committed to ensuring that the massive investment in built development, infrastructure and placemaking described here will generate corresponding social, environmental and economic benefits for the people of Sunderland. Social value – “the wellbeing generated through the procurement of buildings and places” – has five overlapping dimensions:

- creating good quality jobs, training opportunities and apprenticeships
- designing sustainable buildings and places that promote physical and mental health, wellbeing and social interaction
- generating opportunities for learning and skills acquisition through the construction process
- enabling people to have a say in designing their environments through community engagement
- promoting civic pride and distinctiveness through the use of local materials and typologies.

The creation of new and better jobs, with pathways to work through training schemes and apprenticeships, is a founding principle, and the initiatives described here will contribute to development of a high-skill, high-wage economy by:

- growing the automotive and advanced manufacturing sectors
- creating the UK’s largest film/HETV studio complex outside the south east
- nurturing startups and growth companies in the creative industries
- establishing an attractive and competitive central business district.

The design of homes, neighbourhoods and public spaces will reflect our determination to improve the health and wellbeing of Sunderland residents by, for example:

- creating comfortable, energy efficient homes
- providing everyone – including children, the elderly and people with disabilities – with accessible opportunities for exercise, active travel, and access to high quality, well maintained greenspace
- nurturing community life by ensuring that neighbourhoods have access to social infrastructure, places to meet and spaces for community growing
- reducing the negative impacts of road traffic by establishing car-free zones, reducing the speed and volume of traffic and reclaiming roadscape
- designing and maintaining environmentally friendly public spaces, with green infrastructure.

The Riverside Sunderland neighbourhoods will be a showcase for modern methods of construction (MMC). The key features of MMC include the application of digital technology, factory production and the optimised whole-life performance of new homes. We will pioneer the application of MMC at scale, and our aspiration is to build homes that are truly Made in Sunderland. The ground-breaking Housing Innovation and Construction Skills Academy (HICSA) will train a new generation of skilled factory housebuilders, showcase new technologies and promote innovation and knowledge transfer.

Community engagement is a defining feature of Sunderland’s approach to placemaking. Surveys revealed dissatisfaction with the state of the city centre and the negative impact on civic pride and confidence. Community engagement events, including a pop-up exhibition and in-depth workshop discussions, helped to shape the Riverside Sunderland masterplan. Community voices, this time from the arts and cultural sectors, shaped proposals for the regeneration of Sunnyside and the creation of the Nile+Villiers Living Arts Hub.

The community engagement events revealed a keen awareness of the need for a new direction. The City Council’s optimistic vision, and the tangible evidence of change on the ground, were warmly welcomed, but there was also pride in the city’s historic achievements and cultural heritage, and a desire to see them recognised and celebrated. This is reflected in the Riverside Sunderland masterplan: the architectural language is unequivocally contemporary, but the various house types all draw inspiration from the local vernacular, and new buildings such as Culture House echo the Edwardian townscape.



HICSA



Kingsley Gardens, Vaux

Sunderland - a great place to invest

This is an exciting time for Sunderland. The developments described in this document will be truly transformational in scale, content and quality. This prospectus is an invitation to be part of the change in the coming decade. You can contribute in a variety of ways:

- by starting a new enterprise or relocating your business to Sunderland
- by joining us as a development partner or an investor
- by coming to live, work or study in the city
- by visiting to enjoy our exciting city and its rich leisure and cultural life.

Whatever your aspirations, no English city is changing so fast or so much for the better. The spirit of pride, confidence and optimism is palpable, and Sunderland's quality of life is legendary. Industrial and financial giants like Nissan and Legal & General and star companies like FulwellCain and Tombola are backing Sunderland; our university is a star performer, and the city is enjoying a cultural renaissance. This document sets out where and how we are building the new city, focusing on key objectives and priority locations; it describes the placemaking principles we have adopted and the social value dividend that will accrue in the next 10-15 years. You are welcome to join us on our journey.

Contact us

Our Business Investment Team is here to help you. We offer a selection of services including:

- business development programmes for startups and growing businesses
- guidance on finance and funding, including Investment Zone incentives
- access to high quality office, hybrid and industrial property
- connections to partner organisations, professional bodies, industry networks and Government bodies.



To inquire about investing in Sunderland, scan the QR code or visit:
mysunderland.co.uk/contact-us

**Sunderland
City Council**