

Sunderland.

A forward-thinking city.



Recognised as the
**‘best city to live
and work’**
and a
‘favourite discovery’
by The Guardian



Sunderland’s trajectory is undeniable. The city’s transformation has been fuelled by recent investment of over £2 billion.

This commitment to growth is reshaping Sunderland into a dynamic, ever evolving hub, with Riverside Sunderland at its core.

With over £650m invested in the Riverside Sunderland project to date, it will provide 1 million sq ft of employment space, 10,000 new jobs, 1,000 new homes, 13 ha of high quality public realm and attract 2,500 new residents.

Sunderland’s appeal is multifaceted. Home to prestigious brands like **Nissan, Ocado, Hays Travel, Just Eat, Barclays and the British Esports Federation**, the city offers a **thriving business environment** supported by a skilled workforce.

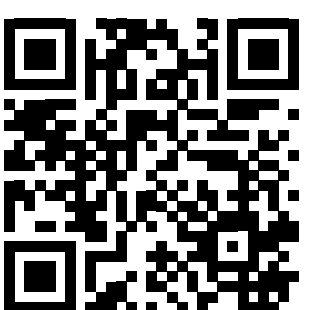
Its **strategic connectivity**, including the Tyne and Wear Metro, direct rail links to London, access to

80+ destinations from Newcastle airport (a 40 minute drive from Sunderland), and excellent highways access coupled with **advanced digital infrastructure**, positions Sunderland as a highly accessible and forward-thinking city.

The city seamlessly blends a stunning **coastline and high-quality greenspaces** with a dynamic business community, attracting global organisations seeking growth opportunities. This combination of natural beauty and economic vitality, driven by substantial investment, reinforces Sunderland as a **visionary city and a sought-after location to invest, live, work, and visit.**

**Riverside
Sunderland**

Let's work together. For more information
business@sunderland.gov.uk
riversidesunderland.com





1.2m
workforce in
the region.



Over
6,000
businesses
in Sunderland.



4
Blue Flag
beaches **within**
1.5 miles of the
city centre.



Property costs in
Sunderland are
81% lower
than London.

Source: FDI Benchmark, figures based
on 100 person contact centre and 100
person software studio.



4 universities **within**
30 minutes of the city
centre, home to over
70,000
students.



Direct rail to
London within
3.5 hours.



20+
hectares of green
space **within**
5 minutes walk of
the city centre.



With 5G city-wide
connectivity,
Sunderland named
**UK's
Smartest
City** by The Times.



Commitment
to be
**Carbon
Neutral
by 2040**



3,500
**international
students** in
Sunderland, 93%
with 2nd language
capabilities.



80+
destinations
connected from
Newcastle Airport.
(a short 40-min drive from Sunderland).



Rated
**Best UK
city** for
independent
restaurants.

Source: Comparison platform Bionic,
who analysed data from almost
65,000 restaurants across the UK.

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Sunderland**

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