

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 in the last few years.

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

We invite businesses, investors, and residents to join this exciting journey.

Sunderland’s appeal is multifaceted. Home to prestigious brands like Nissan, Ocado, and Hays Travel, the city offers **a thriving business environment supported by a skilled workforce** and niche industry expertise.

Its **strategic connectivity**, including the Tyne and Wear Metro, direct rail links to London, and robust motorway access, coupled with **advanced digital infrastructure**, positions Sunderland as a highly accessible and forward-thinking city.

Major inward investment and transformative regeneration projects are solidifying Sunderland’s position as a premier **UK business destination**.

The city seamlessly blends a stunning **coastline and countryside** 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

riverside@sunderland.gov.uk
riversidesunderland.com





 **1.2m**
workforce in
the region

 **5,970**
businesses
in Sunderland

 **£6.5bn**
GVA
(2022 figure for goods
and services)

 **13,935**
University of
Sunderland Students

 **4**
universities **within**
30 minutes of the
city centre

 **N°1**
city for
air quality

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

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

 **Commitment to**
Net Zero
by 2040
(part of the
UK100 pledge)

 **5G**
city-wide
connectivity

 **80+**
destinations
connected from
Newcastle Airport
(a short 30-min drive
from Sunderland).

 **3rd**
Lowest average
house price in a
UK city

