

The graphic features a background of diagonal stripes in teal, orange, purple, and light green. The text is centered and reads:

**SUNDERLAND  
CITY COUNCIL  
RESIDENT  
SURVEY**

**Sunderland  
City Council**

# Listening and acting on residents' concerns



We are committed to listening to residents and acting on what they tell us. Regular residents' surveys allow us to understand what is important to you, what you think of the council and the services we provide, and how you feel about the city as a whole. We have commissioned DJS Research to carry out our resident surveys annually to see how we are doing over time. We use the analysis of the responses to understand what action we need to take to better support our residents and to ensure we are delivering on our City Plan.

# Our themes



## A DYNAMIC SMART CITY

### by 2035 we will have:

- more businesses, housing and cultural opportunities creating a strong city centre
- great transport links with low carbon and active travel opportunities for everyone
- more city residents with great skills and qualifications sought by employers
- equitable opportunities and the best life chances for children and young people with poverty and its impacts significantly reduced
- great digital connectivity supporting a low carbon city
- increased employment in more jobs that are fulfilling and better compensated



## A HEALTHY SMART CITY

### by 2035 we will have:

- a clean, welcoming and attractive city with people feeling safe in their communities and all areas of Sunderland
- more and better housing
- more people living healthier, longer lives as health inequality gaps are reduced
- great support and social care that enables those who need it to live the life they want to lead



## A VIBRANT SMART CITY

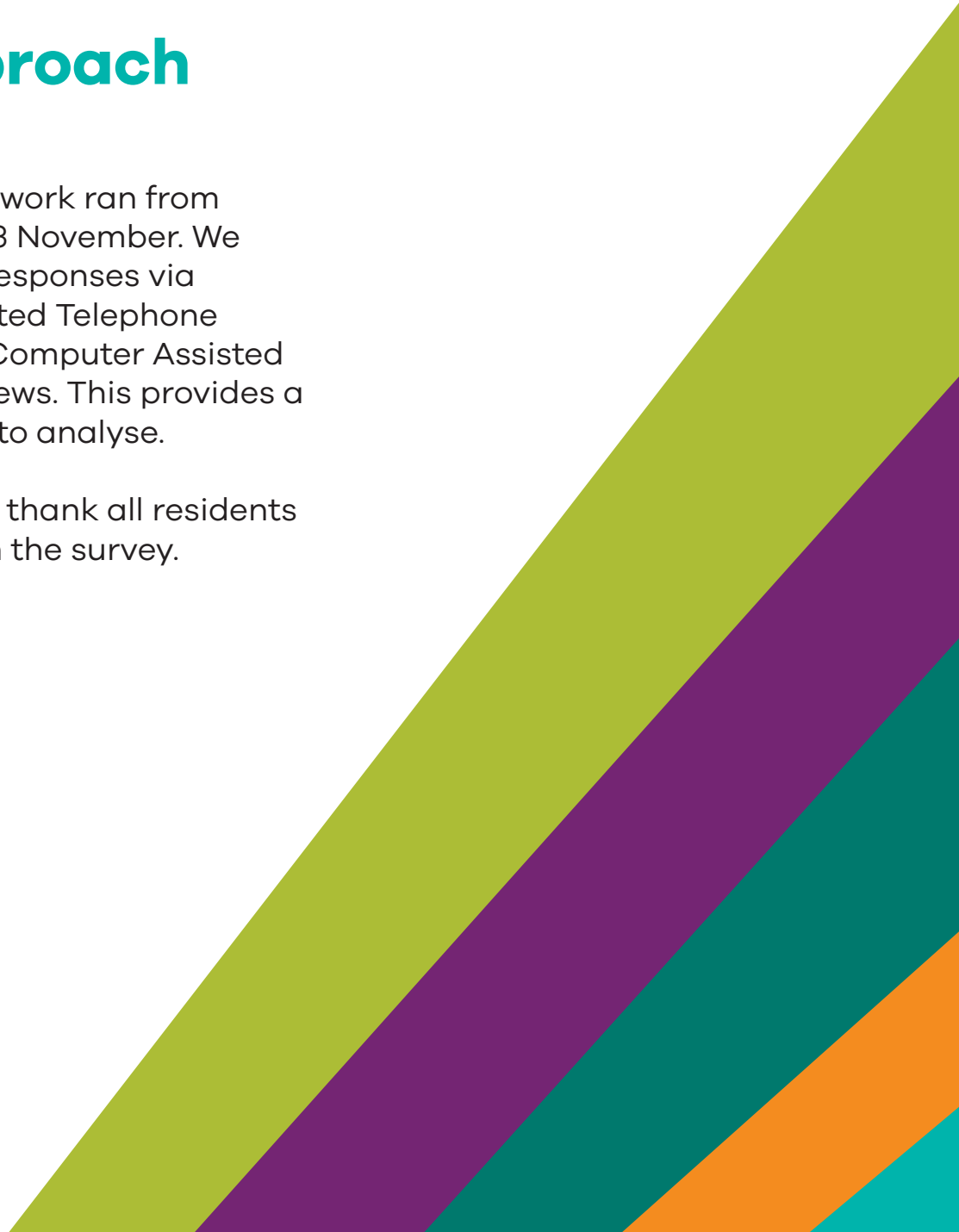
### by 2035 we will have:

- more resilient residents and cohesive, inclusive communities in the face of ongoing challenges including the cost-of-living crisis
- a strong sense of pride amongst residents, and communities feeling engaged in shaping Sunderland's future and the opportunities being created
- more people visiting Sunderland, with more residents shaping and participating in cultural or sporting events
- more people being active and participating in their communities

# Our approach

In 2025, our fieldwork ran from 1 September to 3 November. We received 1,000 responses via Computer Assisted Telephone Interviews and Computer Assisted Personal Interviews. This provides a robust data set to analyse.

We would like to thank all residents who took part in the survey.



# Your local area

We ask a range of questions to find out how you feel about where you live. We use this information to inform how we deliver services.

## Satisfaction with local area

2025 **agree** **79%**

2024 **agree** **74%**

Base: All valid responses (1,000)

**85%** feel they belong to their local area

**66%** are proud to live in Sunderland

## Feelings of safety in your local area



In your local area

**88%**

feel safe during the day

Base: All valid responses (994)



In your local area

**58%**

feel safe after dark

Base: All valid responses (945)

# Your council

We also ask about how you feel about the council.

	Sunderland 2025 %	Sunderland 2024 %
<b>Trust the council</b>	47	45
<b>Satisfaction with the council</b>	54	46
<b>Acts on residents' concerns</b>	47	39
<b>Keeps residents informed</b>	45	38
<b>Speak positively about the council</b>	31	28
<b>Value for money</b>	40	34
<b>Council is ambitious</b>	40	44



We ask how you feel about the services we deliver.  
We know there are some services residents feel we are delivering well:

### Street lighting

2025 **satisfied** **83%**

Base: All valid responses (511)

### Local tips / recycling centres

2025 **satisfied** **75%**

Base: All valid responses (491)

### Refuse and waste collection

2025 **satisfied** **75%**

Base: All valid responses (516)

We know there are others where we need to continue to make improvements:

### Tackling anti-social behaviour

2025 **dissatisfied** **60%**

Base: All valid responses (503)

### Pavement maintenance

2025 **dissatisfied** **50%**

Base: All valid responses (515)

### Road and cycle way maintenance

2025 **dissatisfied** **44%**

Base: All valid responses (504)

# Your city

We want to understand how you feel about our city. We use this information to shape how we deliver our services and we share it with partners across the city.

## Feelings of safety in the city centre



**78%**  
agree Sunderland has lots of nice places to eat and drink

**60%**  
agree that Sunderland is really thriving or on the way up

**62%**  
would recommend Sunderland as a place to live

# Acting on your concerns

We're continuously listening to residents' views to shape the services we deliver. Here are some highlights of what's we've been delivering:

## Keeping residents safe



Across the three years, SAIL has had the following impact:

**421**  
community  
crimes  
investigated

**637**  
arrests  
made

**419**  
direction-to-leave  
notices issued

**114**  
community  
protection  
warnings  
served

**46**  
community  
protection  
notices

**6**  
criminal  
behaviour  
orders secured



## The ambitions for the city

Sunderland's skyline continues to evolve as part of our ambitious regeneration programme, with **£3bn investment** driving change at scale and pace. This year saw the opening of **Keel Crossing**, a landmark pedestrian and cycle bridge that has already transformed connectivity across the city, with over 25,000 crossings on its first day alone.

# £3bn investment

The Riverside Sunderland development is progressing rapidly. **Maker and Faber**, two new office buildings funded through Legal & General's £100m commitment, now provide 150,000 sq ft of premium workspace, attracting major employers and creating new jobs. The first homes in **West Park Quarter** are now on sale, marking a key step in doubling the city centre population.

A major milestone was the launch of the **Housing Innovation & Construction Skills Academy (HICSA)**, a national centre of excellence delivering industry-standard training in sustainable construction and low-carbon technologies. This facility will equip thousands of young people with the skills needed for future careers.

Looking ahead, 2026 will bring the opening of **Culture House**, a next-generation library and cultural hub offering digital learning, creative spaces, and family-friendly activities. Alongside this, the new **Eye Hospital**, Crown Works Studios, and High Street West developments will further enhance Sunderland's cultural, health, and economic offer.

# Supporting our residents

## 29%

of residents think their personal financial circumstances will worsen in the next 12 months



We continue to offer support to our most vulnerable residents.

## Access to 2,500+ schemes and support

Our partnership with Lightning Reach offers a free, secure online portal that helps you find and apply for financial assistance - all in one place. Whether you need help covering rising costs, making your home more energy-efficient, or affording essentials, Lightning Reach is here to connect you with the support you need.



# WHAT NEXT

We'll continue to work through our action plans as a result of what you have told us in this survey.

Find out more about what the council is doing to improve the city and communities at [www.mysunderland.co.uk](http://www.mysunderland.co.uk)

Sign up to our newsletter to get all the latest news and service information at [www.sunderland.gov.uk](http://www.sunderland.gov.uk)

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